CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

SATURDAY, DECEMBER 25, 1954

RAY LEWIS
FOUNDER
1915-1954

Santa wears a Business Suit

There's No People
Like Show People
. . . Meet . . .
YOUR
CANADIAN
INDUSTRY!

Glaedelig Jul . . . Joyeux Noel

God Jul . . . Feliz Natal . . .

Hartelyke Kerstgroeten

O-medeto . . . Glaedelig Jul

S Rozhdestvom Christova . . .

. . . Froehliche Weinachten . . .

Kung Hsi Hsin . . . Felices Pascuas

. . . Buono Natale . . . Boas Festas

Vesele Vanoce . . . Hauskaa Joulua . . .

A MERRY Christmas

"From 'Deep In My Heart'
I wish you a very
M·G·Merry Christmas
and a Happy
Box-office New Year!"

THRIVE IN '55 WITH LEO!

"BAD DAY AT BLACK ROCK" (*CinemaScope—Color*)
starring Spencer Tracy • Robert Ryan • co-starring Anne Francis Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine Lee Marvin • Russell Collins

"GREEN FIRE" (*CinemaScope—Color*)
starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

"MANY RIVERS TO CROSS" (*CinemaScope—Color*)
starring Robert Taylor • Eleanor Parker • with Victor McLaglen Russ Tamblyn • Jeff Richards • James Arness

"JUPITER'S DARLING" (*CinemaScope—Color*)
starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

"HIT THE DECK" (*CinemaScope—Color*)
starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond • Ann Miller • Russ Tamblyn • with Kay Armen • J. Carrol Naish • Richard Anderson Jane Darwell

"INTERRUPTED MELODY" (*CinemaScope—Color*)
starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

"THE GLASS SLIPPER" (*Color*)
starring Leslie Caron • Michael Wilding • with Keenan Wynn Estelle Winwood • Elsa Lanchester • Barry Jones

"BEDEVILLED" (*CinemaScope—Color*)
starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

1955—THE YEAR OF M-G-M's "THE PRODIGAL"

An Old-Fashioned Christmas

The chimney has been dusted clean.
From roof down to the floor,
We know through chimney Santa comes,
Because we lock our door.

There's a welcome on the mat outside,
But he is not a ghost,
Who passes through a keyhole
To greet a waiting host.

I hope he's still old-fashioned,
And comes with sleigh and deers,
That he has not grown modern,
In Helicopter years.

I like to think of Christmas,
With thoughts of days gone-by,
A red-cheeked, bearded Santa,
Speeding through the sky.

I like to think of Mary
Looking at her Son,
As she whispers fondly,
"Precious Little One."

The crowded Inn, the manger,
The sky with stars ablaze,
The Wise Men's adoration,
As on The Babe they gaze.

The stillness of the night,
The Hallelujahs clear,
From singing stars descendant,
Which to Earth drew near.

To see The Little One,
Our Heavenly Father Blest
With Brotherhood of Man,
To Serve at His Request.

The story is old-fashioned,
Told in days of yore,
Two thousand years ago,
A story we adore.

Merry Christmas, also,
Is old-fashioned as can be,
There's nothing new replaces it,
Which sounds as good to me.

Merry Christmas, Santa Claus,
Happy New Year to you,
To yours and mine for Auld Lang Syne,
To friendship we renew.

RAY LEWIS
DECEMBER, 1953

Merry Christmas

Happy New Year

Season's Greetings

from

REPUBLIC PICTURES

CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 46, NO. 52 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | TORONTO, DECEMBER 25, 1954

Digest Journey Through the Year of 1954

ONCE AGAIN the time has arrived when the events of the past twelve months begin to fade into retrospect, and we approach the start of a New Year, with Faith, Hope and Confidence in the future of our industry. 1954 has been an eventful year for Motion Pictures, for it marked a turning point in the fortunes of the Industry. Producers, distributors, exhibitors, and allied industries made great strides in 1954 towards a return to the "boom days" of Motion Pictures.

A number of factors contributed to our new prosperity. Most important of all, as has always been the case in the past, was the production and release of a greater number of really fine pictures from all companies. From **Paramount** we had "Little Boy Lost," "Living It Up," "Sabrina" and "Rear Window." From **Metro-Goldwyn-Mayer** came "Rose Marie," "Seven Brides for Seven Brothers" and the re-release of "Gone With the Wind." From **Warner Bros.** we had such hits as "Dial M for Murder," "The High and the Mighty," and "Dragnet." From **20th Century-Fox** came "Three Coins in the Fountain," "The Egyptian," and "A Woman's World." **Universal** gave us "The Glenn Miller Story" and "Magnificent Obsession," and **United Artists** have come through with "Suddenly," "Apache," and "Barefoot Contessa." From **Columbia** the big news was "The Caine Mutiny," plus "On the Waterfront," while **RKO Radio,** while cutting down on production, still piled up some very healthy grosses with "The French Line" and "Susan Slept Here." The British studios contributed three record-breakers, "The Kidnappers," and "Doctor in the House," which the **J. Arthur Rank Organization** released, and "Hobson's Choice," distributed in Canada by **IFD.**

These were the pictures which gave such a healthy impetus to Show Business not only in the United States, but in Canada as well. However, while the U.S. seems to have completely weathered its depressive state, and to have "licked" the Television problem, the situation in Canada is not quite as rosy. 1954 saw Television really start to come into its own in the Dominion, with the result that a number of areas in Canada are either just at the beginning, or at the peak of the TV problem. Some exhibitors in these areas have really been hurt, and badly, while others, through more aggressive showmanship, and increased admission prices, have managed to keep their grosses on an even keel.

Many of those exhibitors who have been hurt, have in turn gone to the distributors asking for adjustments in film rentals to offset their decreased business. In the majority of instances, their pleas have not fallen on deaf ears, and **The Digest** has been assured by all distributors that they are willing to give relief where the distress is genuine, and can be backed up with authenticated figures.

The year 1954 saw tremendous advances in **CinemaScope,** with hundreds of theatres in Canada installing the new equipment, and **20th Century-Fox** being joined by all the major companies but one, in the production of **CinemaScope** features. **Spyros Skouras,** that far-seeing, progressively minded head of **20th Century-Fox** saw his multi-million dollar gamble start to pay off, not only in tremendously increased grosses for his own company, but in the grateful appreciation of the entire industry for his vision, foresight and daring.

Only **Paramount** has failed to fall in line with the **CinemaScope** trend, and that company, under the able guidance of President **Barney Balaban,** spent millions of dollars in developing its own new medium of film production, which they have called **VistaVision.** The first picture to be released by **Paramount** in **VistaVision** is **Irving Berlin's** "White Christmas," which in its early engagements is piling up fantastic grosses. The comparative merits of the two methods of filming are far too technical for us to go into here, but each camp has its own cohorts, who swear by one or the other process, and the public, who must be the final arbiter, seems ready to accept both media, equally well, providing the film is a GOOD one.

In 1954 we saw the fade-out, to all intents and purposes, of the **3-D** medium, which again proved that no gimmick can save a BAD picture, any more than it required a new medium to make a GOOD picture GREAT. Whether **3-D** can come back or not, we don't venture to predict. Possibly new developments in this line, whereby glasses will not be required to achieve a third-dimensional effect, could be the answer. 1955 may show us the way.

1954 saw a great many changes in this Industry of ours, probably nowhere more than in the **Canadian Moving Picture Digest.** On July 5th, **The Digest** suffered a grievous loss in the death of its editor of 39 years standing. **Ray Lewis** was a unique figure in the Motion Picture Industry, and her passing left a gap in the ranks of Show Business that can never be filled. But the Show had to go on, and so did **The Digest.** Next year we celeberate our 40th Anniversary of consecutive publication, without the guiding hand of "The First Lady of the Motion Picture Industry," but with her inspiration behind us, we hope to continue the tradition of service to the Industry which always has been, and God willing, always shall be, the prime objective of **The Digest.**

We hope you'll join us in celebrating our 40th Birthday, and in the meantime in the pages that follow, we offer you a capsule resume of the Industry highlights of 1954, as recorded in the pages of **The Digest;** and to our readers we extend our best wishes for a Merry Christmas and a Happy New Year.

JAY L. SMITH
Editor and Publisher.

JANUARY

JANUARY 2

The January 2nd issue of The Digest reported that Hollywood's film version of **William Shakespeare's** "Julius Caesar" had been chosen the best picture of 1953 by the National Board of Review of Motion Pictures.

Following "Julius Caesar", the board selected **Paramount's** 'Shane' for the number two spot. Other selections, in the order chosen, were "From Here To Eternity," "Martin Luther," "Lili," "Roman Holiday," "Stalag 17 " Little Fugitive," "Mogambo," and "The Robe."

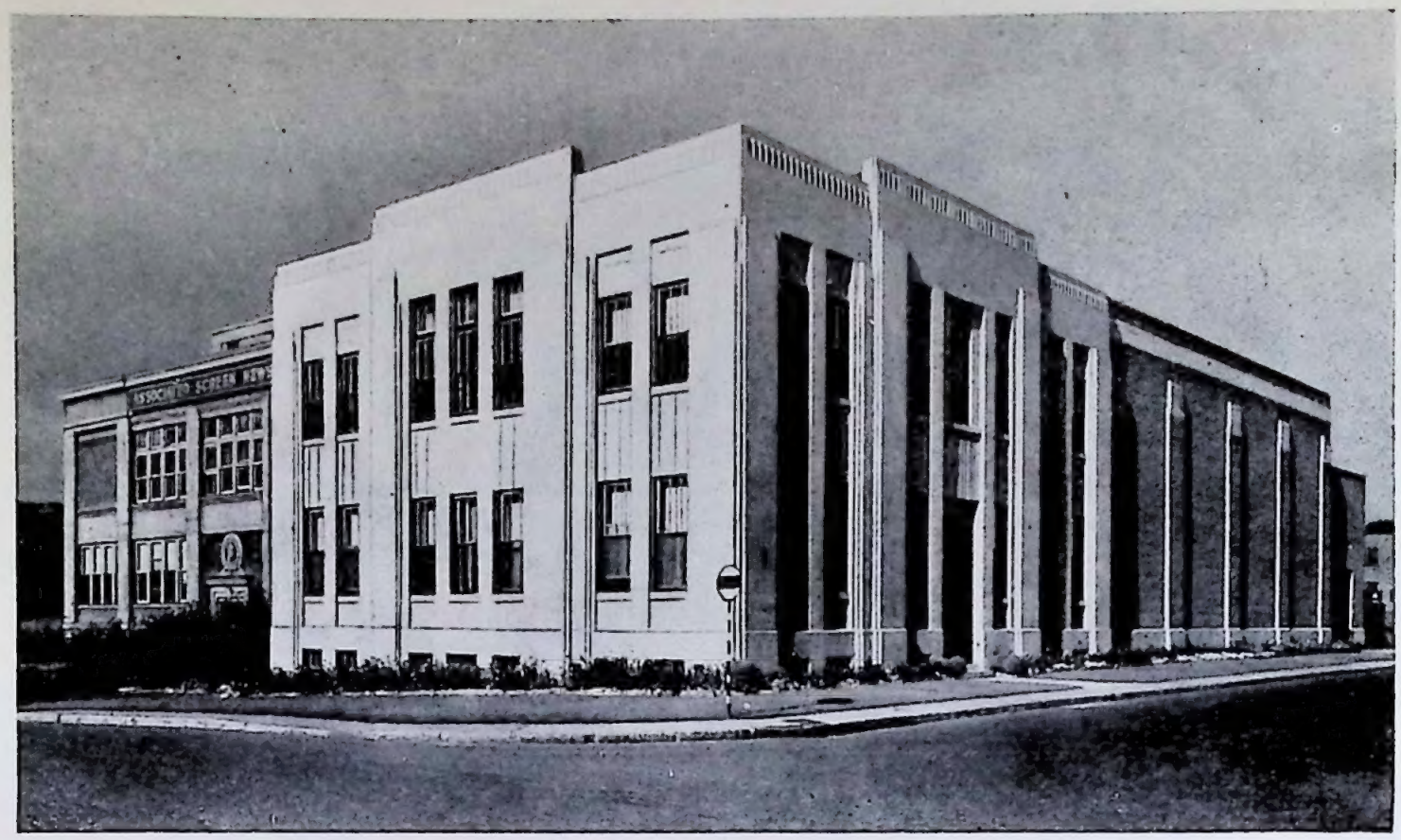
Newly-opened suburban theatre in Edmonton, Alta., is the Jasper, a 528-seater built at a cost of $100,000 by **William Rueb** and **Wallie Klak.**

Audrey Hepburn and **Jose Ferrer** were named top movie stars of the year in the annual poll of critics by the **Film Daily.**

Miss Hepburn, a screen new-

(Continued on Page 7)

"Movies Are Better Than Ever" Season's Greetings
JAY L. SMITH ☆ MAX CHIC ☆ PEARL MARON



GREETINGS

TO YOU WHO HAVE PIONEERED THIS GREAT CANADIAN
MOTION PICTURE INDUSTRY

TO YOU WHO ARE NOW EXPANDING YOUR OPERATIONS
TO MEET THE NEEDS OF AN EVER
GROWING CANADA

TO YOU WHO WITH FORTITUDE AND INVENTIVE MINDS
HAVE BROUGHT TELEVISION TO THE HOMES
OF THOUSANDS OF CANADIANS

TO YOU WE SEND OUR SINCERE ADMIRATION AND BEST
WISHES FOR A JOYOUS CHRISTMAS
AND A HAPPY AND PROSPEROUS NEW YEAR!

THE DIRECTORS AND STAFF OF

ASSOCIATED SCREEN NEWS LIMITED

MONTREAL - TORONTO - VANCOUVER

JOURNEY

(Continued from Page 5)

comer was also labelled top "find" of the year because of her performance in "Roman Holiday." **Ferrer** was cited for his acting in "Moulin Rouge."

Vancouver's first showman is dead, the man who introduced "sound" pictures to B.C. 55 years ago, **John Schuberg,** in his 80's, passed away after a long illness in Hollywood Sanitarium, New Westminster. Schuberg was Canada's oldest showman and showed the first pictures in British Columbia. He was a life member of the **Canadian Picture Pioneeers.** He was honored at the Golden Anniversary of Moving Pictures at Toronto in '52.

Al Shackleford, a **Famous Players** partner in four local houses, in Lethbridge, Alberta, and president of the **Alberta Theatres Assn.,** re-elected for a fifth term as mayor of Lethbridge.

The Annual Meeting of the **Canadian Picture Pioneers,** was set for Wed., Jan. 20, Crystal Ballroom, King Edward Hotel, Toronto.

The importance of the documentary film in contributing to the unity of Canada as a nation was emphasized by **Dr. A. W. Trueman,** head of the **National Film Board,** at a luncheon meeting of the editors and public relations group of the **Professional Institute** in Ottawa. **Dr. Trueman** pointed out that the unity of any country depended a great deal on communications and the use made of the various media in interpreting one part of the country to another. As one of the methods of communications, the documentary film was playing an important role in Canada, the Government Film Commissioner said. Last year, the **NFB's** documentry films had a non-theatrical audience of about thirteen and a quarter million people.

JANUARY 9

Associated Screen News Limited acquired by **Paul Nathanson** states an announcement from **George Beeston,** in the January 9 issue of The Digest. On the day of the announcement, **Associated Screen News** issued a statement which indicated stepped-up production of films for TV.

Mr. Fitzgibbons looks forward to a good 1954, due to the continued improvement in the quality of films and the technical developments.

"The high quality of product now available and the expectation of a continuation of a high level of employment in Canada takes us into 1954 confident that the industry here can look forward to another successful year," said **Mr. Fitzgibbons.**

Purnell and **Sons,** who operate theatres in Blairmore, Coleman, Bellevue, Lacombe and Red Deer, Alta., have acquired all holdings of the Cranbrook theatres, which include the Armond and Star in Cranbrook and the Orpheum in Kimberley. Negotiations are also under way to take over the Ponoka interests April 1.

As of the first of the year, the **Purnell** organization plans to be affiliated with **Famous Players,** with the exception of Red Deer which is already a **Famous Players** affiliate.

Jack Fitzgibbons announced the date of the 3rd Annual Communion Breakfast and Mass, as Jan. 31st, in Toronto, with Mass at St. Michael's Cathedral and the Breakfast at the King Edward Hotel. **Clare Appel** is acting as Chairman with **Jack Fitzgibbons** as Coordinator in Toronto. For the second year, cities across Canada will duplicate the Toronto event. Chairmen of the committees in cities who have already set their plans are, Montreal, **Tom Cleary;** St. John, **Pat Hogan;** London, **Bill Trudell;** Hamilton, **John Owens** and Windsor, **Ed Lamoureaux.**

Members of the Motion Picture Industry throughout the Maritimes will regret to learn that another old-time friend has passed on. **Mr. William R. Steen** employed in both the exhibition and distribution ends of the business for more than twenty years died suddenly at the Saint John General Hospital on New Year's Day — he was 49 years of age.

Famous Players have installed wide-screen **CinemaScope** in their 970-seat Columbia at New Westminster, and will open with "The Robe" Jan. 15. **FPCC** will install the new medium in all B.C. theatres as soon as possible, their district office reports.

JULES ALLEN

HERBERT ALLEN

The name of Allen is one that all in the industry are familiar with. Jules Allen in partnership with his brother, the late J. J. Allen, and his father, the late Barney Allen founded one of the first large Canadian theatre circuits. They opened their first, a converted store, in Brantford, Ont., in 1905. Moving out to Calgary in 1910 after selling their interests, the two Allen brothers were joined in 1912 by Herbert Allen, where they operated a circuit of theatres and a film exchange, the Canadian Film Co., with branches in the East. Today Jules Allen is President of Premier Operating Corp. Ltd., while Herb is President of Theatre Holding Corp. Ltd. which was formed in 1929 in partnership with Famous Players.

J. J. FITZGIBBONS, C.B.E.
President, Famou Players Canadian Corp.

Russell (Russ) Simpson, that popular fellow from the Coast, who, following the resignation of **Jack Hunter, Paramount** Toronto Branch Manager, came to Toronto from **Paramount's** Vancouver office. **Russ** has resigned to become supervisor of the theatre operations of the **M. J. O'Brien Co. Ltd.** in the Ottawa valley. **Russ** has been with **Paramount Film Service** since 1929, nearly a quarter of a century.

Gordon Lightstone, Canadian General Manager for **Paramount** announced that the resignation will take effect, Jan. 16th, and that **Al Iscove** has been appointed as acting Toronto Branch Manager.

J. J. Chisholm leaves **Associated Screen** Toronto Office to work in Head Office, Montreal.

JANUARY 16

Larry Graburn, formerly Advertising chief for **Odeon Theatres** Head Office, Toronto, will be assistant to **Paul Lazarus Jr.,** Chief of Advertising, Publicity for **Columbia Pictures** at the Studio, Hollywood.

Roy Rogers and his troupe have been booked as a grandstand attraction, both afternoon and night, at this year's Canadian National Exhibition, August 27 to September 11, it is announced by General Manager **Hiram McCallum.**

A. W. Perry, President of **Empire-Universal Films Ltd.,** announced the appointment of **Mark Plottel** as sales manager for **Empire-Universal.**

The appointment of **Herbie Mathers** as Toronto branch manager for **Empire-Universal** was also announced by **Mr. Perry.** Mr. **Mathers** joined the company in Montreal in 1938.

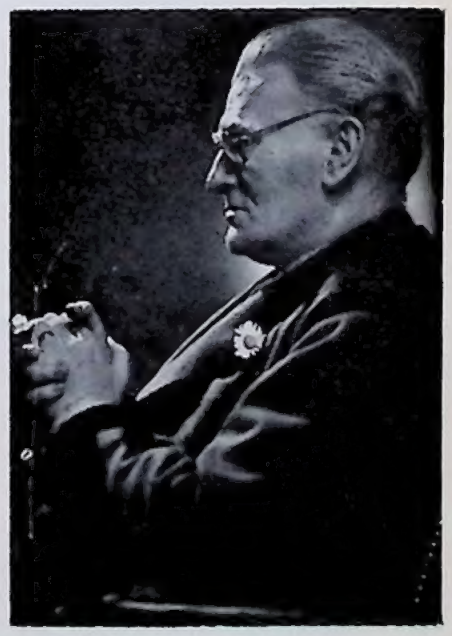
T. A. Metcalfe, General Manager of **Sovereign Films** announced the appointment of **Cecil Black** as Sales Manager for **Sovereign Films. Black** was formerly with **Empire-Universal Films.**

Carl Peppercorn Canadian manager for **RKO Radio Pictures** for the past two years, resigns to go into **Dairy Maid Chocolate Co. Ltd.,** as President of the company.

JANUARY 23

Columbia Pictures of Canada Limited, Distributors of the **National Film Board** films, co-operated recently in a "Doctor Trueman Welcome Drive." This drive lasted seven long months with Columbia offices everywhere across Canada straining after the prize. Perhaps it goes without saying that **Lou Simon St. John** mgr. finished in first position! New Bruns-

(Continued on Page 11)



L. W. BROCKINGTON, C.M.G., Q.C.
President, Odeon Theatres (Can.) Ltd.

DORIS DAY AN
FRANK SINATR

TOGETHER FOR THE FIRST TIME! TERRIFIC FROM THE FIRST MOMENT!

A HEAR

ALSO STARRING

GIG YOUNG

ETHEL BARRYMORE

DOROTHY M

D

A!

Barney was fresh and moody and unpredictable—
and the most lovable guy she ever met!

oung at Heart

XMAS-PRESENTED BY WARNER BROS.

IN WARNERCOLOR

SINGING STORY WITH ALL THAT'S SO SWELL ABOUT
DORIS DAY AND ALL THAT'S SO SPECIAL
ABOUT FRANK SINATRA!

'Til My Love Comes To Me'
'Just One Of Those Things'
'You My Love'
'One For My Baby'
'Someone To Watch Over Me'
'Young At Heart'
'Hold Me In Your Arms'
'There's A Rising Moon'
'Ready Willing And Able'

ALONE

Compliments of
the Season
from
The Canadian Family
of
WARNER BROS. PICTURES

WITH ROBERT KEITH · PRINT BY TECHNICOLOR SCREEN PLAY BY JULIUS J. EPSTEIN AND LENORE COFFEE
AN ARWIN PRODUCTION · PRODUCED BY HENRY BLANKE · DIRECTED BY GORDON DOUGLAS · PRESENTED BY WARNER BROS.

SINCERE

HOLIDAY

GREETINGS

FAMOUS PLAYERS
CANADIAN CORPORATION LIMITED
1200 ROYAL BANK BUILDING...TORONTO

JOURNEY

(Continued from Page 7)

wick is **Dr. Trueman's** home province — and, for a time he was located in Saint John as Superintendent of Schools.

With the **Telemeter** system now in operation in Palm Springs, California, **Famous Players'** plans for the development of **Telemeter** in Canada are emphasized by the election of **W. C. Thornton Cran** as president of two subsidiary companies — **Trans Canada Telemeter Limited** and **Telemeter (Ontario) Limited.** The directors and officers of the two companies are all executives of **Famous Players Canadian Corporation Limited.**

A prominent theatre man and a familiar figure in the business and community life of Sydney for the past thirty years—**Mr. D. P. MacDonald,** 74, died at his residence on January 14th.

The Vancouver **Canadian Picture Pioneers** Division held their Annual Meeting, with election of officers on Jan. 17th, at the Barn Supper Club.

Columbia Pictures Corp. — Harry Cohn, president and **Jack Cohn,** executive president, acquired 50 per cent of the stock of **Columbia Pictures of Canada Ltd.** It is reported that the stock acquired was that of **Henry L. Nathanson,** the **Jules Laine** estate, **Arthur Cohen** and **Paul L. Nathanson.**

Edmonton's theatre men gathered in the Macdonald Hotel on Tuesday night, January 12th, at a testimonial dinner in honor of the dean of showmen, **Walter Wilson,** whose retirement as active manager of the Paramount theatre was announced. He will be succeeded by his son, **Bill.**

ALF PERRY

Perry joined the industry in 1916 with Universal in Toronto, went to Mutual Films in 1918 (later becoming Regal Films), to United Artists, Warner Bros. and back to Empire-Universal which at that time was known as Empire Films. Today Alf Perry is President and General Manager of Empire-Universal.

FEBRUARY

FEBRUARY 6

The Sheraton Room in the King Edward Hotel, Toronto, was the scene of the Third Annual Communion Breakfast of the entertainment industry (Toronto area) on Sunday, January 31st.

Mass was celebrated in St. Michael's Cathedral at 9 a.m., and

HASKELL M. MASTERS

Started in 1914 as employee of Boston Photoplay, Boston. Experienced in exhibition and distribution, Masters for many years has made a film exchange his place of residence. He is Canadian general manager for Warner Bros., a post he has held for many years.

was attended by over 250 members of the Catholic faith in the entertainment industry.

Charles Boasberg, General Sales Manager for **RKO,** announced the appointment of **Jack Labow,** as Canadian General Manager following the resignation last week of **Carl Peppercorn.**

The Barkers gave **William A. Summerville, Jr.,** a special greeting on his first appearance as Chief Barker at the initial general meeting of Toronto Tent No. 28 in the clubrooms Tuesday night, Jan. 26.

Tracy S. Ludington reports in the Montreal Monitor, on the deal recently made, which gave **Paul Nathanson,** President of **Sovereign Film Distributors** and Vice-President of **Empire-Universal,** the controlling interest in **Associated Screen News Limited.**

He states that **Associated Screen** will soon be manufacturing prints in color, and that important developments are in progress concerning the production of pictures for TV.

FEBRUARY 13

"Over two thousand attending a preview showing of **Empire-Universal's** "Glenn Miller Story," staring **James Stewart, June Allyson,** applauded at the finish of this picture, which has been made to be universally loved. There is a difference between enjoying a picture and loving a picture. This one you will love!"—**Ray Lewis.**

Montreal officials were elected as officers of the **Association of Motion Picture Producers and Laboratories of Canada** at the annual meeting Jan. 20 at the King Edward Hotel, Toronto.

S. Dean Peterson of Toronto was succeeded in the presidency by **W. J. Singleton of Associated Screen News** and the former secretary, **Pierre Harwood,** moved up to vice-president. The new secretary-treasurer is **Gordon Sparling** who was recently promoted to director of production in **Associated Screen News.**

Canvasmen **George Altman** has done it again for the Toronto **Variety** Tent by turning in still another $1,000 to the **Heart Fund** as proceeds from his Ontario scrap drive to bring the total of donations to $9,003.

Catholics in the Entertainment Industry and allied fields of endeavor held their second annual Holy Communion breakfast in Saint John, N.B. last Sunday morning at the Admiral Beatty hotel. Prior to the breakfast a special mass was celebrated at St. Peter's Church. **Mr. P. J. Hogan** was the very capable Chairman in charge of the function.

The Federal Government of Canada has voted to give the

LOUIS ROSENFELD

The name Louis Rosenfeld has been a prominent one in Canadian films since the year 1914, at which time he was head of the Famous Players Film Service, which then had the franchise for Paramount Pictures. President of Columbia Pictures of Canada Ltd., he is also a partner in Premier Operating Corp.

C.B.C., for its Radio and TV operations, an appropriation of $23,644,450 in the fiscal year, as compared with the 1953-54 appropriation of $8,634,368.

The **National Film Board,** which received $2,997,650 last year, will receive $3,431,283,

FEBRUARY 20

The death occured at Brockville of **James M. Dobbie,** a former mayor there and a partner of **Famous Players Canadian Corp.,** in his 73rd year.

Sterling Films Ltd., have announced that at a recent meeting of the stockholders of **Sterling Films Limited** and **Hanson Juice Concentrates Limited,** Mr. **George Oulliahan** was elected Vice-President, and Mr. **J. B. Lawson** of the firm **Allen, Weekes & Lawson,** Solicitor for the Companies, was elected Secretary.

Jack Labow, Canadian General Manager for **RKO,** announced the promotion to Toronto, of **Meyer Nackimson** as Branch Manager.

Labow, at the same time confirmed the appointment of **Barry Myers,** to fill the post of Winnipeg Branch Manager. **Myers** joined **RKO** in 1954 as a shipper and became booker, office-manager and salesman in the Winnipeg office before his new appointment.

Charlie Doctor, President of the **Famous Player Managers Association** of B.C. handed over $770 to the **Vancouver Boys Club Association,** being the profits from the Film ball held by the **FPMA** last fall.

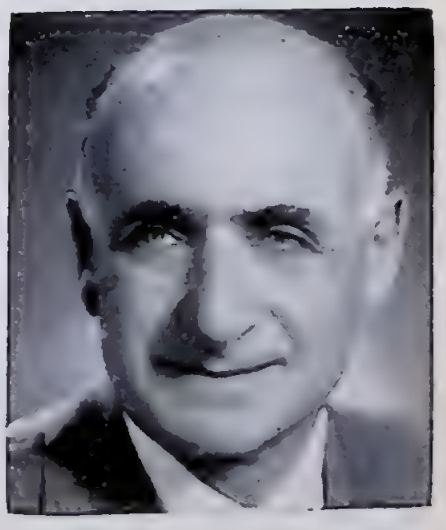
National Theatre Services of Toronto has completed arrangements to take over operation of the Glebe Theatre as of March 1.

FEBRUARY 27

In tabling the public accounts in the Ontario Legislature Premier **L. M. Frost,** as Provincial Treasurer, revealed that the income from the Hospitals Tax for the fiscal year totalled $6,667,475, this being the amount contributed by patrons of theatres and other entertainments in what was formerly known as amusement tax.

Television station CKCO-TV at Kitchener, Ont. will commence full television programming on March 1st. The station is owned by **Famous Players Corporation Ltd.** in association with the owners of radio station CKCR and **Carl A.**

(Continued on Page 13)



HILLIS CASS

Yes 1917 is the year Hilly started in our business, beginning as an office boy with old Famous Players Canadian Co. at 15 years of age. He came to Toronto in 1953 where today he holds the position of general sales manager for MGM.

"Your Health" . . .

for Christmas and 1955

from

JARO

JOURNEY

(Continued from Page 11)

Pollock, president of **Dominion Electrohome Company** of Kitchener. CKCO-TV is operated by **Central Ontario Television** and **Eugene Fitzgibbons,** formerly supervisor of **Famous Players'** theatres in Windsor, is general manager of the new station.

Don MacKenzie, formerly with **General Theatre Supply Company,** has joined **Perkins Electric** and will be in charge of sales for the prairie provinces for P-E with headquarters at Calgary.

Our Capital City reporter goes all out in favor of the **Digest's** suggestion that the Canadian Motion Picture Industry consider making the Trade Show a bigger and better event for the general public. In the **Journal's** Twixt Studio and Screen column of Saturday, February 27, he recalled the great success of the annual shows held by American producers, distributors and accessory dealers during the years between 1916-1920 at New York, Boston and Chicago.

MARCH

MARCH 6

At the Royal York Hotel, on Thursday, Feb. 25th hundreds of members and friends of **Variety Tent 28,** and **Variety Village** met at the Third Annual Graduation Dinner in honor of the graduating students, of **Variety's** Vocational School for Handicapped Children.

A total of seventy-one students have now graduated from **Variety Village** School, and we were told, that this year, these students, who have graduated and are in jobs, will earn $140,000 collectively.

DAVID GRIESDORF

His first theatre interests were in the towns of Leduc, Jasper Park, Edson and Lacombe. He entered distribution in 1930 joining Regal Films in Calgary.

"Dave" Griesdorf is General Manager, Odeon Theatres (Canada) Ltd.; newly elected chairman of the Motion Picture Industry Council of Canada; first Assistant Chief Barker, Variety Club, Tent 28, Toronto.

British Columbia's amusement tax will be reduced with the understanding that the cut will be passed on to theatre patrons. The question was debated in the house on the Speech from the Throne at the opening of the Legislature, which passed on a reduction of children's clothes and shoes and a 10 per cent tax on liquor by the glass to become exempt under the present 3 per cent sales tax, and a reduction of auto registrations fees, which were cut by 25 per cent. B.C. revenues reached a new high of $161,-765,536 compared with $143,771,-541, in the last year.

Famous Players Canadian Corp. declared a dividend of 37½ cents for the first quarter of 1954 on each of the outstanding common shares, the payment to be made March 26 to stockholders of record March 11. The dividend is at the yearly rate of $1.50.

GEORGE GANETAKOS

Born in 1879 in Greece, George Ganetakos came to Canada in 1900 and entered the film business in 1910, taking over the Moulin Rouge Theatre, Montreal. Still President of United Amusements Corp. Ltd. George, now in his seventies, maintains an active interest in the theatre circuit he heads of about 40 theatres in the Province of Quebec.

With the stock at $20.50 recently, this is equivalent to a yield of slightly less than 7½ per cent.

The second six-week lap of **United Artists'** 35th Anniversary sales drive honoring President **Arthur B. Krim** has ended with the Dallas, St. Louis and St. John (Canada) exchanges winning first-prize money in their respective groups.

Mr. Forsyth, Asst. General Manager, **Odeon Theatres (Canada) Ltd.,** has informed **The Digest** that **Odeon Theatres** in the majority of Key A situations will have wide screens installed, not later than the end of April. **Mr. Forsyth** added that the screens being installed, "will be suitable for all wide screen presentations."

MARCH 13

Paramount Pictures last week introduced to the motion picture industry the new **VistaVision** process which presents the largest film image ever seen on any theatre screen anywhere.

NAT TAYLOR

Nat Taylor is one of the youngest of our important exhibitor-distributor executives in Canada. His start in show business was at the age of 12, when he distributed theatre heralds for the Adanac on College Street, Toronto.

In 1935, Nat formed Exhibitors Booking Assoc., started acquiring theatres, and in 1941 joined with Famous Players to form Twinex Century Theatres Corp., which includes EBA and Inter-Theatre Services Ltd. Over 70 theatres are now operated in Ontario, under the designation of Twentieth Century Theatres.

Barney Balaban, president of **Paramount Pictures Corporation,** summarized the showings as follows: "This **VistaVision** process eliminates grain and fuzziness and provides an overwhelming picture with complete definition of focus and the finest quality picture it is possible to obtain.

"The key words in **Paramount's** thinking," continued **Mr. Balaban,** "are 'compatibility' and 'flexibility.' "

A great friend and a most colorful past associate of motion pictures, **Will H. Hays** died March 8th in Sullivan, Indiana.

SuperScope was announced last week as the trade name for a film processing system whereby standard shaped movies can be converted for exhibition on the new style **CinemaScope** screen.

MARCH 20

Frank Vaughan, Canadian general manager, **Allied Artists,** announced last week, the **Allied Artists** Spring Drive, starting March 29th and ending June 26th. The Canadian sales force of **Allied Artists,** it is learned, will put forth an extra big push this year, as the Drive coincides with the 35th Anniversary in the film business for **Frank Vaughan.**

David Griesdorf, general manager, the **Odeon Theatres (Canada) Limited,** announced the opening of the **Odeon** Annual Showmanship Contest for 1954.

Veteran B.C. movie man **Cecil Neville,** 64, died in St. Paul's Hospital, following a five-month illness. He was head booker for **Famous Players** at the district office here.

John J. Fitzgibbons, President of **Famous Players Canadian Corporation,** after attending a demonstration of **VistaVision** along with other leading exhibitors, issued the following statement:

"VistaVision, in my mind, is the newest and best process of motion picture presentation developed to date."

The Second Annual Motion Picture Bonspiel was held on Feb. 22 at the Maple Leaf Rink, Winnipeg.

The winner of the **"Henry A. Morton Memorial Trophy"** was the rink skipped by **Mr. Lowel Hurwitz.** The runner-up in the Main Event was the rink skipped by **Mr. C. Krupp.**

APRIL

APRIL 3

Columbia Pictures achieved the distinction of capturing eight Oscars from the Academy of Motion Picture Arts and Sciences, on the evening of Thursday, March 25th, 1954.

All films to be made by **Metro-Goldwyn-Mayer** and **Paramount** will be equipped with **Perspecta** Stereophonic Sound tracks.

Saint John's CHSJ-TV, first

(Continued on Page 15)

REUBEN BOLSTAD

Vice President and Treasurer, Famous Players Canadian Corporation, Ltd.

Started as Public Accountant with C. H. Preston & Co., Minneapolis, Minn., 1922; Accountant, F. & R. Theatres, Minneapolis, 1925; Chief Accountant, Minnesota Amusement Co., Minneapolis, 1928; joined Famous Players Canadian Corporation as Comptroller at Toronto, 1930; assumed present position, 1941.

COLUMBIA PICTURES
OF CANADA LTD.

JOURNEY

(Continued from Page 13)

Television Station in the Atlantic Provinces, went on the air on Channel 4 March 23rd with its initial tests.

Peter Brown, president of **General Theatres Limited,** died Thursday, March 25th, at the Toronto General Hospital, after a short but serious illness.

Peter Brown was in the Equipment and general theatre supplies business for about thirty years. He came to his late company, from **Perkins Electric,** succeeding **Ben Whitham** as office manager and purchasing agent.

When **Ben Burko,** in 1938, sold the Canadian Theatre Supply Co., the present business was reorganized, and **Peter Brown** became sales manager and later president of the reorganized company, which operates as **General Theaters Limited,** with offices across Canada.

Opening of **TTC's** Yonge St. Subway in Toronto should help downtown theatres.

APRIL 10

The **Paramount Pictures** Pageant, which presented three of the Pageant's Giants, at the Village Theatre, Toronto, on Wednesday, March 31st, as samples of what exhibitors may expect from **Paramount's** product for 1954, won unanimous praise from exhibitors, circuit-buyers and bookers who attended the screening.

Frank Vaughan, Canadian general manager, **Allied Artists,** according to reliable reports has been signed to a new contract by the **J. Arthur Rank Film Distributors (Canada) Limited. Mr. Vaughan** has been active in the Canadian

JACK LABOW

A short seven years ago, Sept. 1947, and as a student-salesman for RKO in Winnipeg was the beginning of Jack Labow's rise to top man in one of our major distribution companies.

Starting with RKO Jack quickly advanced from position to position and became the company's Canadian general manager in February, 1954.

Film Industry for about 35 years.

Al Lichtman, director of distribution for **Twentieth Century-Fox,** has announced the promotion of **Arthur Silverstone** to Assistant General Sales Manager of the company, working with **Lichtman** and Executive Assistant General Sales Manager **W. C. Gehring.**

His Excellency **Arnold D. Heeney,** Canada's Ambassador to the United States, and **Mrs. Heeney,** were honored guests at a luncheon given by **Jack L. Warner** at **Warner Bros. Studios.**

PETER MYERS

Peter began his tenure in the film industry at United Artists in 1935 as a contract clerk when Haskell Masters was UA's Canadian general manager. Canadian general manager for 20th-Fox, he also this past year has been chairman of the CMPDA.

APRIL 24

Allied Artists Pictures Corporation has concluded a franchise distribution deal with **International Film Distributors Limited** whereby the latter company will distribute all forthcoming **Allied Artists** product in Canada under the banner of **Allied Artists Productions Limited,** it was announced by **Steve Broidy,** president of **Allied Artists.**

The five-year pact becomes effective September 1, 1954, and includes Canadian distribution of 16 mm. as well as 35 mm. films.

Negotiations were conducted by **Nat Taylor,** president of **International Film Distributors Limited, D. V. Rosen,** general manager, and **H. S. Mandell,** secretary-treasurer, and **Allied Artists** executives **Geo. D. Burrows,** executive vice-president and treasurer, **Ed Morey,** vice-president, **Oscar Hanson, Allied Artists** representative in Canada, and **J. B. Lawson,** Canadian attorney.

Frank Vaughan, who was **JARO** Canadian general sales manager for the **Allied Artists** division, will remain as general sales manager for the **J. Arthur Rank Film Distributors (Canada) Ltd.** at the termination of the **Allied Artists** franchise.

Charles S. Chaplin, UA's Canadian general sales manager, will head the Canadian delegation attending a **UA** regional sales meeting in Chicago, April 26-27.

A first-hand account of a flight by an RCAF North Star over the North Pole was broadcast Sunday, April 11, at 10.30 p.m. EST, on the **CBC** Trans-Canada network by **Leonard W. Brockington, Q.C.,** President of **Odeon Theatres (Canada) Ltd.**

MAY

MAY 1

Shareholders representing the new management of **Associated Screen News Limited** met today and elected **Maxwell Cummings** of Montreal as President, **George Beeston** of Toronto as vice-president, plus the following directors: **Paul Nathanson** of Toronto, **Lazarus Phillips, Q.C.,** Montreal, **Duncan MacTavish, Q.C.,** Ottawa, and **Hugh O'Donnell, Q.C.,** Montreal.

Monty Hall received the **Heart**

GEORGE W. BEESTON

Secretary Treasurer, Empire Universal Films Ltd. Started in 1914 as employee of Loew's Toronto Theatres, under direction of late Samuel D. Fowler, then secretary of the company.

Award from **Variety Club,** Tent 28, Toronto, Tuesday, April 27th.

Representatives of the army of shareholders gathered happily April 27 for the annual general meeting of **Famous Players Canadian Corp.** at the company's head-office to receive the 34th annual report and financial statements and to elect directors.

President **J. J. Fitzgibbons** presided and was assisted by **R. W. Bolstad,** vice-president and treasurer, and **Angus MacCunn,** secretary.

In connection with **Famous Players'** developments it is interesting to note the appointment of **George Cuthbert** as general manager of **General Theatre Supply Co.** the reorganization resulting from the death March 25th of **Peter D. Brown.**

MAY 8

Paramount International Films Inc., a wholly-owned subsidiary company of **Paramount Pictures,** has made available to Canadians through Canadian bankers 285,000 common shares of **Famous Players Canadian Corp.** at $23.50 a share, which still leaves **Paramount** with about 51 per cent of the stock.

Dr. Renato Gualino, president of **Lux Film Export,** was a recent visitor in Toronto. **Dr. Gualino** stated his company would start production in **VistaVision** in the early Fall.

Funeral services were held at the Holy Blossom Temple, Toronto, Thursday, April 29th, for **Louis Polakoff,** former Toronto exhibitor and **Picture Pioneer.**

Myer Rabehak has started construction of a 300-seat house in the farming community of Brownvale, Alberta. **John Dobni** is erecting a 35 mm. at Smylie, Sask., both housse are the towns' first 35 mm. houses. **Mrs. Rusk** has sold her 250-seat Maidstone, Saskatchewan Theatre to **Isadore Harman,** a local merchant.

Odeon circuit have done a top-rate job on both the interior and exterior of the Olympia Theatre which is now one of the best suburban houses in Vancouver.

MAY 15

Semi-Annual **Digest** Showmanship Prize Winners: First prize—**Paul Turnbull.** Second prize—**Arthur Cauley.** Third prize—**Nick Langston.** Honorable mention — **Bill Burke.**

(Continued on Page 17)

FRANK FISHER

Frank H. Fisher, a director of Odeon Theatres (Canada) Ltd. Ltd. and Odeon Theatres Ltd., Vice-president of J. Arhtur Rank Film Distributors ((Canada) Ltd.

General Manager of JARO, since 1947, Mr. Fisher joined Odeon Theatres in 1944 as chief buyer and booker.

He was first associated with the motion picture industry in 1926 joining Canadian Educational Films in Calgary.

THE MIRACLE THAT HAPPENS ONLY ONCE TO THE VERY YOUNG...AT HEART!

YOU'LL THRILL . . . *to a whole new magic world of enchantment!*

YOU'LL CHEER . . . *the screen's newest invention the "Kinemins".*

YOU'LL SING . . . *with joy, with the most delightfully different cast ever seen.* So, if you're young or young at heart see the story that stays young forever and ever and ever . . .

See . . . the fabulous "Kinemins" . life-like little people so truly real, they laugh, they sing, they walk, they dance . . . they almost breathe!

MICHAEL MEYERBERG PRODUCTIONS, INC. presents

HANSEL and GRETEL

Full Length Feature Musical Fantasy in FAIRYLAND COLOR by **TECHNICOLOR**

Distributed by RKO RADIO PICTURES

with the voices of

ANNA RUSSELL • MILDRED DUNNOCK • FRANK ROGIER • DELBERT ANDERSON • HELEN BOATWRIGHT • The APOLLO BOYS' CHOIR and featuring **CONSTANCE BRIGHAM** with the world famous music of HUMPERDINCK • Original Play by Adelheid Wette • Adaptation for the screen by Padraic Colum

JOURNEY

(Continued from Page 15)

Charlie Doctor, manager of the Capitol Theatre, who won the **Quigley** award for showmanship for the second time, was given front page attention by Vancouver newspapers.

A special **CinemaScope** screen report by **Jack L. Warner** was presented to Toronto exhibitors on Tuesday, May 11th, at the University Theatre, Toronto.

Bill Trudell, District C manager for **Famous Players,** has initiated a "Lucky Seven" Publicity Contest, with 7 managers competing. The managers are **Buzz Blondell, Hammy Bowes, Bill Burke, Tom McKnight, Les Preston, Earl Scandrett** and **Harry Wilson.**

Alex Barris, film reviewer of the Toronto **Globe and Mail,** has been making the rounds of Hollywood to pick up studio observations.

The first Canadian Drive-In to show **CinemaScope** product will be the Paramount Auto Drive-In, it was announced by **Peter Myers, 20th Century-Fox,** Canadian general manager, on his return last week, from Vancouver.

MAY 22

VistaVision, Paramount's new system of motion picture photography and presentation, has had its Canadian unveiling.

The Imperial Theatre, Toronto, was chosen as the site of the demonstration which took place at 9.30 a.m. on Thursday, May 20th. On hand to personally introduce **VistaVision** to the Canadian section of the Motion Picture Industry was **Adolph Zukor.** Accompanying **Mr. Zukor** to Toronto was **Dr. Charles Daily,** of the **Paramount** Studio Research Department, who gave some of the explanatory remarks on **Paramount's** new process.

The presentation was in two parts: first, a demonstration of the **VistaVision** system to show the advantages **VistaVision** has with conventional product; and secondly, scenes from "White Christmas" "The Big Top," and "Strategic Air Command," produced as **VistaVision** films.

A capacity audience of theatre executives, newspaper and magazine editors and writers, radio and television commentators were on hand.

Archie Laurie, Canadian motion picture industry veteran, who has been appointed Exploitation and Publicity Representative for **United Artists** in Canada, will work under the supervision of **UA** Exploitation manager **Mori Krushen,**

MURRAY SWEIGMAN

Murray Sweigman began in the industry 18 years ago and worked for N. A. Taylor's theatre circuit for 8 years. He started his career as an office boy and left in 1944 to form his own firm, Independent Poster Co., now known as Theatre Poster Service.

GEORGE ALTMAN

George joined Paramount in November 1939 as a salesman under the then Toronto branch manager, Jack Hunter. Mention George and you automatically think of Mavety Film Delivery Ltd., which he heads, and scrap drives for Variety Village.

and will make his headquarters in the company's Toronto exchange.

Paramount Pictures held their Annual Canadian Sales Meeting May 20-21-22. Branch managers, salesmen, and salesmen-bookers convened in the King Edward Hotel for daily sessions of the meeting chaired by **Gordon Lightstone,** Canadian general manager.

Al Schwalberg, president of **Paramount Film Distributing Corp.,** and **Oscar Morgan,** general manager of Short Subjects, participated in the sessions.

CHCH-TV, channel 11, the 10th Canadian TV station, goes into operation on May 23rd. Located in Hamilton, it will cover the Niagara Peninsula with programs of its own, as well as those carried from the **CBC** Television network.

MAY 29

Famous Players executives, heads of many of Canada's distribution companies and members of the press, gathered at a luncheon, last Friday, in the King Edward Hotel to pay their respects and do honor to **Charlie Doctor,** 2nd time winner of the **Quigley Grand Award.**

Clare Appel, executive director, **CMPDA,** in his annual summary

ARTHUR GOTTLIEB

Started in 1914 as employee of Crystal Film Co., Claramount Park, N.Y. Audio Pictures and Film Laboratories of Canada are full-time hobbies when he is not absorbed in running his farm at Pickering.

of 35 mm. theatres in Canada, lists 2,163, including 207 drive-ins operating and under construction.

Metro-Goldwyn-Mayer Pictures of Canada Ltd. announce plans for a new film exchange building in Toronto, west corner of Victoria and Gould streets, architects, **Kaplan & Sprachman.**

At a luncheon given by **Paramount's** Canadian generan manager, **Gordon Lightstone,** at the King Edward Hotel, last Thursday, after the **VistaVision** demonstration, **J. J. Fitzgibbons,** president of **Famous Players Canadian Corp.,** announced the appointment of **John Ferguson** as Winnipeg District Supervisor and **Jim McDonough** as Halifax District Supervisor.

Joe Unger, 34 year film industry veteran, and formerly Metro manager in Toronto, passed away last week in New York of a cerebral hemorrhage.

JUNE

JUNE 5

The June 5th issue of **The Digest,** front cover, featured the picture of **Jack Fitzgibbons,** and other delegates to the Canadian Regional Conference of the Canadian Popcorn and Concession Conference. Ray Presents reviewed **Warners** 21-minute **CinemaScope** reel, in which **Jack Warner**.. outlined his company's forthcoming product, showing highlight scenes of the films shortly to be shown in Canadian theatres. **Famous Players** declared a common stock dividend of 37½c per share for quarter ending June 30th. In Hollywood the **Tushinsky Bros.** demonstrated a new all-purpose anamorphic print and lens modifier with scenes from **RKO's** "The Silver Lode" and made public the fact that they had successfully transferred Cinerama's three prints by the Superscope system to a single 35mm. print. **Empire-Universal's** imposing array of Summer releases announced by **Alf Perry** and Trade Headlines recorded the fact that **MGM's** "Lili" was in its 65th week at the Trans-Lux, New York.

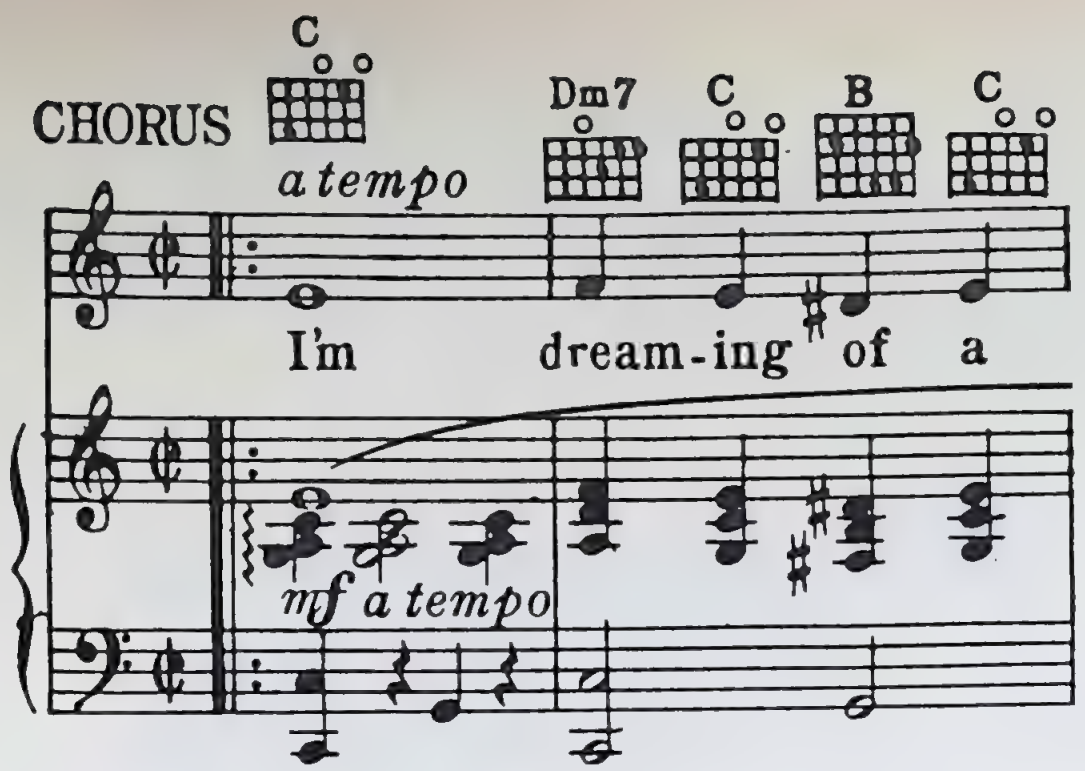
JUNE 12

Ray Presents, June 12th, announced date and programme for the 8th Annual Baseball Night of **Variety Club,** Tent 28, and Toronto welcomed back an old friend, **Archie Laurie,** who had returned to join **United Artists** as Canadian Publicity Head. **Columbia** reported a 39-week profit of $2,664,000 a jump of $2,354,000. **Haskell Masters,** through the medium of **The Digest** front cover, showed the Industry a bookshelf of best-selling novels, which followed the **Warner** policy of basing their pictures on pre-sold value, and quoted **Jack L. Warner,** "Great Books, Great Plays and Great stories Make Great Motion Pictures." **Jay L. Smith** rejoined the staff of **Alliance Films** owing to the continued illness of **Ray Lewis.** Product announcement by **20th-Fox** state that they would deliver eleven **CinemaScope** features a week, in one-track magnetic and one track optical sound, starting June 29th, the first film "The Robe."

(Continued on Page 19)

RALPH DALE

A native Torontonian, Ralph Dale made his first step into the industry when he joined Paramount in 1923 as a poster clerk. Since then, the steps have hastened into a walk and finally, today, a run. After several years with Famous Players as a booker, he joined Odeon in 1941 as chief buyer and in 1945 joined forces with Sam Fingold in Theatre Amusements, remaining with the company when it became National Theatre Services. Today Ralph is secretary of that company.



White Christmas

The Best from
Paramount Pictures
for Christmas and 1955

JOURNEY

(*Continued from Page 17*)

JUNE 19

In **Ray Presents** of June 19th **Ray Lewis** complimented **Bob Roddick** and **Eddie Zorn** of **Famous Players** Family, who had announced their intention of retiring, commending them for their years of outstanding service, not only to **Famous Players,** but to the community at large. The Connaught Hotel, Hamilton was the scene of the farewell party for **Jim McDonough,** given by **Dan Krendel** and the District "B" managers of **Famous Players,** on the eve of his departure for Halifax to take over the Maritime District. The front cover of this issue showed an interesting drawing of **Metro's** new Exchange building, to be located at the Corner of Victoria and Gould, slated for February completion. **Lionel Lester** and **George Altman,** co-chairmen of film industry's U.J.W. Drive, reported that funds collected exceeded 1953 by 4 percent.

JUNE 26

Clever gimmick of **Chet Friedman** of **MGM** recorded in "Chatter" column, issue of June 26th, advertising "Student Prince" by running a 16 mm. trailer onto a **TV** set in the window of the **Robert Simpson Co.** Announcement made that **Universal's** next two top-budget productions, to be filmed in **CinemaScope.** Trade Headlines recorded that despite terrific campaign by the film industry, the 5% Amusement Tax in New York City had become effective. "Pinocchio" adorned the front cover inviting all to the **Loblaws-Telegram Pinocchio Party** at the Grandstand,

MARK PLOTTEL

Plottel started in the film business with Warner Bros. as salesman in Winnipeg, in 1932. In 1934 he became Winnipeg branch manager for RKO. Plottel joined Empire-Universal in 1946. He became general sales manager for E-U early this year.

Exhibition Park, which was correlated with the 10 Theatre Toronto Release of this picture by **RKO. Columbia** announced that they would release "The Mad Magician" in **Pola-Lite's** new single strip 3-D system; **General Theatre Supply Co.** are the exclusive Canadian Distributors for this system. Following the evergrowing trend which has become a big part of Show Business, **Dominion Sound Equipments** announced that three more drive-in theatres had been equipped and opened for business, with a fourth to follow very shortly; and more news from the drive-in front to the effect that **JARO's** "The Kidnappers" had broken the all-time record of the Skyway Drive-in Theatre, Kamloops.

ARCH JOLLEY

Born in Winnipeg, educated at Ridley College, an architect by profession, Arch has had a long and varied career in and out of show business. He was engaged for many years in Montreal in putting on fairs and exhibitions and for eight years acted as Vice-President of the George S. May Co. in Canada. Arch's warm smile and calm exterior has become a regular pattern that all of us look for at our industry functions. Executive Secretary of the Motion Picture Exhibitors' Association of Ontario, he also holds down the job of Assistant Secretary Treasurer of the National Committee of Motion Picture Exhibitors' Associations of Canada and Executive Secretary of the Motion Picture Industry Council of Canada.

JULY

JULY 3

CinemaScope and **20th Century-Fox** again hit the headlines in the **Digest** of July 3rd. More than 2300 exhibitors and executives in the New York area attended an hour-long demonstration of "The Advancing Techniques of CinemaScope" at the **Roxy,** New York, while a West Coast audience in Los Angeles attended a similar demonstration. The unanimous report was "Better Than Ever" and **Darryl Zanuck** wrapped it up neatly with the following words "This great Industry was not built by timid men, or by those who were willing to compromise on half measures. This then is the story of the company that took the greatest gamble in theatrical history at a time when the motion picture was at its lowest ebb." **Famous Players** had their annual picnic at **St. Andrew's Golf Club,** and a record crowd turned out for the festivities, a golf tournament and field games preceded the dinner.

J. Arthur Rank's "The Kidnappers" a shining light on the exhibition front, holds over wherever it plays. **C. Ray Harnett** takes over the sales managership for **Warners** 16mm. division. **Paramount's** President **Barney Balaban** was host to exhibitors and trade in London, Paris and Rome for **VistaVision** demonstrations, which received unanimous praise. Toronto's **Lorne Greene** assigned for role of Peter in **Warner Bros. CinemaScope** feature "The Silver Chalice."

JULY 10

The **Digest** July 10th had the unhappy task of printing the news of the death of its beloved editor

RAY LEWIS

and publisher, **Ray Lewis,** who had passed away on July 5th after a serious illness. **Ray Lewis** had edited the **Digest** from 1915 until her death, and her active part in show business had earned her the name of "First Lady" in the Industry. Tributes poured in from all parts of the world, proof that her vibrant personality, fighting spirit, and above all, sense of humor, had left its mark wherever **Ray** had been.

JULY 17

July 17th issue of the **Digest** noted the work being done by **Dan Krendel** and his committee, in preparation for the golf tournament, under the auspices of the **Canadian Picture Pioneers.** A new theatre joined the **Odeon Circuit,** with the opening of the beautiful Odeon Edmonton Theatre, equipped to show films produced in all the new techniques, the screen being virtually wall to wall. **Walter Mirisch** of **Allied Artists** made an announcement that they would launch one of the most important six-month programs in their history, with 15 films scheduled to go before the cameras during that period. Top grossers for the month of June were "3 Coins In The Fountain;" "Cinerama;" "Demetrius and the Gladiators," "Johnny Guitar" and "Dial M for Murder." **RKO** announced that it would release twelve productions in color between July 1954 and March 1955.

JULY 24

The four winners of **Famous Players** Ontario, District B, "Ballyhoo" Showmanship Contest, were pictured on the front cover of the July 24th issue. Chatter had it that **Win Barron** had a very busy week, between releasing 1,000 balloons from the Royal Bank Bldg., to advertise "The Greatest Show On Earth," and acting as judge to pick Miss Toronto. In Trade Headlines we learned that a capacity crowd of 3,200 attended the world premiere of Universal's "Magnificent Obsession." **Murray Sweigman, Theatre Posters,** who has the exclusive rights for **Superscope,** was planning a trade demonstration. The Canadian personnel of **MGM** were all smiles as they were to share the bonus money for winning **MGM's** 30th Anniversary Drive. **Frank Fisher** announced that **JARO** had the greatest business year in the history of the company. The **Digest** reviewed **War-**

(*Continued on Page 23*)

CLARE APPEL

The Gem Theatre, Brantford, saw the start of Clare in our business, where he was engaged to sing illustrated songs. He was known as "Appel, the Bashful Baritone." He later joined the Allens at Brandon, Manitoba, and a possible Caruso was lost to the world. Since then he has mainly been concerned with advertising, until the last few years when he became Executive Director of Canadian Motion Picture Distributors Association. Always interested in industry activities, he has given much of his time to Variety Club and the Pioneers.

To Our
Many Friends
in the
Motion Picture
Industry...

SEASONS GREETINGS

from
Canada's
Largest
Theatre
Supply
House

LET OUR
EXPERIENCED
ENGINEERS
SURVEY AND
INSTALL YOUR
CINEMASCOPE
MAGNETIC
OR OPTICAL
INSTALLATION

SERVICE
COAST-TO-
COAST

GENERAL THEATRE SUPPLY COMPANY
LIMITED
HEAD OFFICE: 861 BAY ST. TORONTO, ONTARIO

Centres in SAINT JOHN, MONCTON, HALIFAX, MONTREAL, OTTAWA, TORONTO,
BRANTFORD, CHATHAM, NORTH BAY, WINNIPEG, CALGARY, VANCOUVER

JAMES McDONOUGH
Maritime District Manager, Famous Players.

MORRIS STEIN
Eastern Division Manager, Famous Players.

ROBERT J. EVES
Western Division Manager, Famous Players.

JOHN FERGUSON
Man. District Supervisor, Famous Players.

A WEE BIT OF THE FAMOUS PLAYERS FAMILY

J. ARTHUR HIRSCH
President, Consolidated Theatres.

W. K. TRUDELL
District C. Manager, Famous Players.

W. G. LESTER
2nd Vice-President and General Manager, United Amusement Corp.

J. G. GANETAKOS
1st Vice-President, United Amusement Corp.

W. A. SUMMERVILLE, JR.
Assistant Managing Director, B & F Theatres.

DAN KRENDEL
District B Manager, Famous Players.

BEN GELDSALER
Film Booking and Buying, Famous Players

From across the world

We bring you the finest in entertainment

For Christmas and 1955

Cardinal Films Limited

Head Office

277 VICTORIA STREET, TORONTO, CANADA

Vancouver *Calgary* *Winnipeg* *Toronto* *Montreal* *St. John, N.B.*

JOURNEY

(Continued from Page 19)

ner's "Ring of Fear" after it's Toronto screening, and felt that this was another 4 star production from this studio. **Foto-Nite** had an anniversary, it's fifth consecutive year in 18 Toronto Theatres. **Jack L. Warner** made an announcement to the effect that they had perfected a new aperture device that would permit **CinemaScope** pictures to be projected to the maximum height as well as maximum width of any size screen, and may used in any size theatre.

JULY 31

July 31st introduced the **Digest's** new format, with several new innovations, including **Jay L. Smith's** "On the Beam" and a box entitled "Keep Your Eyes On" which featured **Nicky Langston,** who had won the coveted first place in **Odeon's** Big Show Championship. **Chet Friedman** was doing a sterling job on his promotion of "Seven Brides for Seven Brothers," this **MGM** feature getting front page coverage for practically two weeks, "Gone With The Wind" in its fifth release in fifteen years was doing capacity business, lining them up. **Columbia Pictures** were set for a terrific year with a lineup of 19 productions, which were either in production, release or in the planning stage. **John Davis,** of the **J. Arthur Rank Organization** published the fact that 50% of the total producers' return to the **Rank** Group came from overseas, for the first time in the history of the British industry. Pictured were exhibitors attending the successful Eastern **CinemaScope** Demonstration. **Peter Myers,** of **20th-Fox** stated that as a result of finalized deals, about four hundred Canadian houses would be equipped to play **CinemaScope** pictures by the end of the Summer.

FRANK VAUGHAN

General Sales Manager for JARO and one time Canadian general manager for Allied Artists, Frank, is known in every nook and cranny of Canada. His start, in our business goes back 30 odd years.

AUGUST

AUGUST 7

In the August 7th issue we read that **United Artists** had pledged to motion picture exhibitors that they would release more top productions in the 1954-55 season than they had ever done in the history of the company in a single year, with at least four a month. **Famous Players** were hosts to its Ballyhoo Contest Winners at a luncheon at the King Edward Hotel, with presentation of prizes. **Louis Rosenfeld** of **Columbia** was **Digest's** Man of the week, with a resume of his history in show business, and a picture on the front cover. **Alliance** announced it would distribute the **Lowell Thomas** Production "Out of This World."

AUGUST 14

August the 14th brought the good news that the fight between **AGVA** and **AFM** would not stop the musician's support of the varied activities of **Tent 28, Variety Club,** Toronto. **Walter Murdoch,** head of the Canadian section of the **Musicians Union** pledged his continued support of any **Variety** event. **Haskell Masters,** returning from a trip to the **Warner's** Burbank Studios, reported that **Warner Bros.** were definitely "On The Beam" with their coming releases "Star Is Born", "Dragnet" and "Battle Cry". Show Business promotions were reaching an all-time high with "Seven Brides for Seven Brothers" and "The Greatest Show On Earth", and **Peter Myers** and **Sam Glasier** were in New York meeting with **Al Lichtman** to map plans for promotions of several **20th-Fox** releases. **The Digest** focused eyes on **Win Barron** of **Paramount,** all-round showman, **Paramount's** publicity man, and the "voice" of **Canadian Paramount News.**

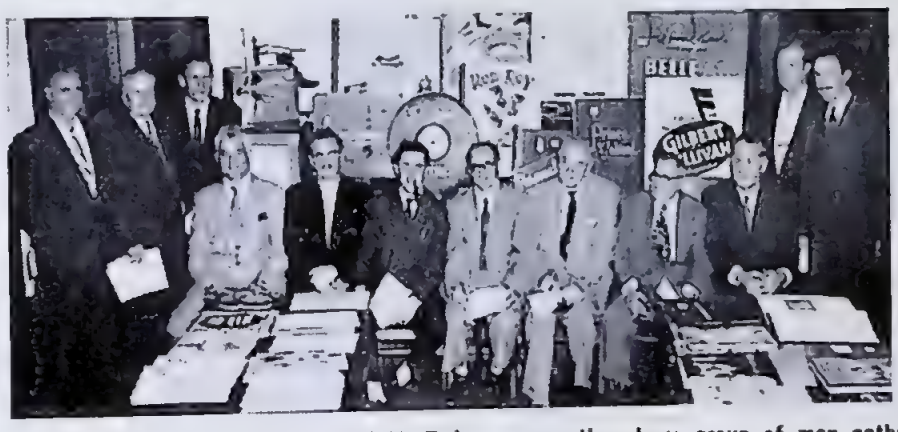
AUGUST 21

August 21st heralded the news that greater cooperation could be expected from the film business and the daily Canadian newspapers. **Ken Johnson** of the **Toronto Telegram** was set to tour British Film Studios. At this time a railway strike seemed imminent, and **George Altman** of **Mavety Film Delivery** had set up a system of theatre depots so that no theatre would be guilty of a "dark house". "On The Beam" told of the success of the Third Annual **Canadian Picture Pioneers** Gold Tournament, largely due to the tremendous effort expended by **Dan Krendel** and his committee, and according to the news, prizes seemed in abundance. **I.F.D.** Canada, was set to release the re-issue of **David O. Selznick's** "Duel in the Sun". Always something new in Show business was aptly demonstrated in Denver, Colorado, when the Fox Theatre decided to send their usherettes to a local charm school to teach them to "float down the aisle like a model showing a dress." At this time **Paramount** announced that New York Radio City Music Hall would have the world-premiere of their first **VistaVision** production, "White Christmas." **20th-Fox** marching on with their successful **CinemaScope** demonstrations, and Western Exhibitors were unanimous in their praise. Keeping up the rapid pace of new developments in 1954, Aug. 26 was set for the date of the Perspecta Sound demonstration, at the Loew's Uptown, Toronto, and was well-received by the audience. The opinion of the majority guaranteed that Perspecta Sound would be a permanent fixture in Canadian theatres.

HENRY NATHANSON

Born in Minneapolis, Minn., Henry L. Nathanson has been President of Metro-Goldwyn-Mayer Pictures of Canada Ltd., since 1941. He began as salesman at Regal Films, the forerunner of the present company, in 1916 at Winnipeg, Manitoba.

The above is a sketch made by the late Joshua Smith many years ago.



SHOWMANSHIP AND SHOWMEN. Twice a year the above group of men gather and devote hours of their time to choose the winners of the Digest's Annual Showmanship Contest. Showmen all, they are left to right, Hye Bossin, Larry Stephans, Tom Knight, Sam Glasier, Wannie Tyers, Tiff Cooke, Dan Krendel, Clare Appel, Walter Kennedy, Archie Laurie, Jim Hardiman and Bud Barker.

AUGUST 28

IFD made the headlines in the issue of August 28th, when they made a very important deal with **Allied Artists** for their franchise in Canada, and all eyes were on **Nat Taylor** head of this company. **Charles Boasberg** of **RKO** became associated with **Fred Schwartz** in the newly-formed **Distributors Corporation of America.** The death of **Terry Ramsaye,** former editor of the **Motion Picture Herald,** was a sad blow to film trade journalism in the United States and also Canada. A record number of inductees were welcomed into **Famous Players'** 25 Year Club, ninety in number, and ceremonies were set for key centres across the country. Presiding over these ceremonies were **Mr. J. J. Fitzgibbons** and **Mr. R. W. Bolstad,** assisted by other head office executives. A "Rosy Future" was forecast for the film trade with the rapid release of big productions, and in many instances grosses were running ahead of the highest expectations with all film companies pledged to

(Continued on Page 27)

HARVEY HARNICK

Starting in a bad time, 1929, Harvey has had a good time, and an active time. He joined Columbia Pictures in that fateful year (has been there ever since) and while the country went downward Harvey forged ahead. In '32 to Montreal as salesman, in '34 salesman-at-large for all of Canada, in '36 back to Toronto, in '39 to Calgary as Branch Manager, in 42 back to Toronto, becoming Louis Rosenfeld's aide and in 1946 Harvey was named General Sales Manager, a position he still holds.

Season's
Greetings

**FRANKLIN &
HERSCHORN**
THEATRE CO. LTD.

SAINT JOHN, N.B. HALIFAX, N..S
DARTMOUTH, N.S.
YARMOUTH, N.S.
SYDNEY, N.S.

JOSEPH M. FRANKLIN
President

COMPLIMENTS
OF THE
SEASON

FROM

**CINE
ENTERPRISES
LTD.**

PETER LAMBERT — Gen. Mgr.

5952 Monkland Montreal

**AT THIS FESTIVE
SEASON WE ARE
HAPPY TO WISH
ALL OUR FRIENDS**

A
Merry Christmas
and
The Best For
1955

★

PERKINS
ELECTRIC CO. LIMITED

★

Complete theatre equipment and service for REGULAR and WIDE SCREEN film presentations of all types, including CINEMASCOPE and VISTAVISION

HEAD OFFICE
**1197 Phillips Place
MONTREAL**

★

277 Victoria St., TORONTO
505 Pearl St., BUFFALO
839 Davie St., VANCOUVER
164 Leslie Avenue, MONCTON

Season's Greetings

**THEATRE
HOLDING
CORPORATION**
LIMITED
Toronto

confections, production, education...

J. J. FITZGIBBONS, JR.
General Manager, Theatre Confections.

MAXWELL CUMMINGS
President, Associated Screen News.

A. W. TRUEMAN
Government Film Commissioner, National Film Board.

DAVID COPLAN
Managing Director, Canadian Film Industries.

J. J. CHISHOLM
General Sales Manager, Associated Screen News.

F. R. CRAWLEY
President, Crawley Films Ltd.

W. C. THORNTON CRAN
President, Trans-Canada Telemeter Ltd.

T. F. MORAN
Odeon's Director of Confectionery Sales.

W. J. SINGLETON
General Manager, Associated Screen News.

Merry Christmas and
A Happy New Year

CAPAC

COMPOSERS, AUTHORS and
PUBLISHERS ASSOCIATION
OF CANADA

JOURNEY

(Continued from Page 23)

keep up the high standard of pictures. **Mr. J. J. Fitzgibbons** covered it aptly with his statement "Increasing ticket sales in our theatres prove the superior quality of motion picture entertainment now being shown." The **Spencer** circuit opened up their second drive-in, and the drive-in business continued to gain momentum. The **TV** bogie was laid to rest with the news that more Canadians attended motion pictures last year than ever before. **Mr. & Mrs. Bolstad** and their daughter **Shirley,** were pictured enjoying a vacation at Jasper Park Lodge.

SEPTEMBER

SEPTEMBER 4

The Fall season was ushered in with great success as hold-overs in Canadian theatres shattered Labor Day traditions, grosses were so sensational that top-grossing pictures were held-over the holiday, a complete new departure for Show Business. **Mr. C. J. Bachman** of the **Fairchild Recording Co.,** announced that all **MGM** films would be available in **Perspecta Sound,** while visiting Toronto.

September 4th issue had several important announcements, **Leonard W. Brockington,** Preident of **Odeon Theatre (Canada) Ltd.** and Odeon Theatres, announced that **Frank H. Fisher** had been appointed a director of both of these companies, and as vice-president of the **J. Arthur Rank Film Distributors (Canada) Limited.** This was welcome news to the **Digest,** and the film industry at large applauded this appointment. **Paramount** selected "A Salute to the Future" as their slogan for the 40th Anniversary Drive, and their performances in the past made it a certain bet that the "Future" would be everything they hoped for. A glance at their forthcoming product strengthened this certainty. **Douglas Rosen of Allied Artists** announced the formation of a Canadian Sales Organization. **Famous Players'** Tivoli Theatre, Hamilton had an extensive face-lifting job, and a gala re-opening August 20th, former managers of this theatre include **Morris Stein, Len Bishop, Russ McKibbin** and **Jim McDonough. Columbia** estimated that their gross income for the year ending last June was $15,000,000. **Astral Films** capitalized on the current visit of **Fabian** of Scotland Yard to Toronto and released their film "Fabian of The Yard" in five houses, opening on Labor Day. **Schwartz** and **Boasberg** set plans for ten films in **CinemaScope,** for their newly formed company, **Distributors Corporation of America.**

BEN FREEDMAN

Ben was launched on his film industry career at the Monarch Theatre, Toronto, joining his father in the business in 1917. In the intervening years Ben purchased the Hillcrest, the Crystal (now the Apollo) and the Royal in Long Branch. Today he is President of Allied Theatres, which does the booking for a large group of independent theatre owners. One of the most active members of our film industry, Ben devotes a good portion of his time to the good and welfare of independent theatre owners in Ontario.

NO NAMES NEED BE MENTIONED! You know them all, but like guessing contests we provide you with a clue—"Famous Players executives photographed during a lull at their Western regional meet.

SEPTEMBER 11

Record that history repeats itself was evident in the Digest of September 11th, following a publicity shattering tour across Canada of **MGM's** star **Ruta Lee** to herald **MGM's** "Seven Brides for Seven Brothers", **Bert Lytell** on behalf of "The Egyptian", **20th Fox,** made successful public appearances in three Canadian cities. In line with the ever-rising demand for foreign film, **M.G.M.'s** 16mm. Division headed by **Reg Wilson,** brought in Italian-dubbed versions of "Waterloo Bridge" and "Mutiny On The Bounty". Backed by what they termed "Prosperous Product" **United Artists** launched a six months Drive in honor of **Robert S. Benjamin,** chairman of the company's Board of Directors, and the impressive lineup of product cinched the success of the Drive. Separate theatre set-up for **Loew's** because effective and the production and distribution company continued under the name of **Loew's, Inc.,** while the theatre holding company was titled **Loew's Theatres Inc.**

SEPTEMBER 18

It was **Jack Arthur** pictured on the front cover of the Digest Sept. 18th, and the announcement was made by **Nat Taylor,** president of the **Canadian Picture Pioneers,** that **Jack** had been chosen "Pioneer of The Year" a well-deserved award. As early as 1916 **Jack Arthur** was active in show business, arranging symphonic accompaniment to our silent films. **Al Lichtman, 20th-Fox's** Director of Distribution announced that small exhibitors would in the future get **C'Scope** pictures on a flat rental, which would be based strictly on the ability of the exibitor to pay. Further proof that film companies were determined to see that prosperity was the keyword of our industry. Talking about prosperity brought to mind **Empire-Universal** and their two record-breaking pictures "The Glenn Miller Story" and "Magnificent Obsession" which have this company's officials predicting a new high for their world-wide gross rentals. St. John won first prize in the **RKO** Canadian Billings Drive, a drive which reached an all-time high, and led **Jack Labow** to state "the proper pitch to present the top product, that **RKO** will have available this year." **JARO** planned for their 10th anniversary with 25 major films for 1955, with "Romeo and Juliet" as one of the top features.

SEPTEMBER 25

September 25th issue headlined the fact that a Canadian Film Group had approached **Marilyn Bell,** young swimmer of Lake Ontario, with offer to produce a film about her, and that the offer was being seriously considered. **JARO** having taken over the distribution of **Cardinal Film** releases announced the film schedule from this company. Halifax was busy planning for their **CBC** television station which was to be ready to transmit by Christmas. Featured for this week, was **Murray Sweigman of Theatre Posters Service,** whose company had started ten years previously with one employee, the self-same **Murray Sweigman.**

(Continued on Page 31)

ALEX ADILMAN

Died, Saturday, October 2, Ross Memorial Hospital, Montreal.

Alex Adilman—who did not know Alex Adilman in our film trade? He was ageless, therefore the date of his birth was not of importance. What is important is that he was so closely identified and so active a member of our industry that, whenever and wherever you mentioned the name of Alex Adilman, the name provoked a smile, and started a chain of stories, concerning his shrewdness, his kindliness, and incidents in his life which were so unique that with one grand chorus we all said, "There is only one such Alex in the world."

He was a co-partner with Arthur Hirsch in the operation of Consolidated Theatres of Montreal Limited, partner-affiliates of Famous Players Canadian Corp.

Visitors to Montreal made a beeline for Consolidated, for even if they sold him no pictures, they were richly rewarded by an hour spent in his office and always warmly welcomed, whether they came from the U.S., from abroad, or different parts of Canada. Every charitable and philanthropic service representative also knew the well-worn path to Consolidated.

Season's Greetings

. . . and best wishes to our
many friends throughout the
motion picture
industry

Simpson's

CONTRACT DIVISION

TORONTO • MONTREAL • REGINA • HALIFAX
LONDON • VANCOUVER • WINNIPEG • EDMONTON

What We Believe

Goodfellowship means when accounting
Man's worth when his busy life ends,
Not by dollars and cents do we judge him,
But by number and worth of his friends.
—Creed of Variety

SAM BLOOM,
SAM FINE
AND ALL THE BOYS

B & F THEATRES LIMITED

The privilege of serving you
has been a pleasure—
May your Xmas be bright
and the New Year one of prosperity.

THEATRE POSTER SERVICE Ltd.

MURRAY L. SWEIGMAN

HARRY L. BARRON
Toronto

SOMER JAMES
Winnipeg

The Season's Best
from
All of Us
to
All of You

Shopsy's FOODS LIMITED

VICTOR J. BEATTIE
20th Century-Fox

A. ISCOVE
Paramount Film Service.

"BABE" COVAL
Warner Bros. Pictures

GEORGE HEIBER
United Artists.

CECIL BLACK
20th Century-Fox

HERB MATHERS
Empire-Universal Films.

MEYER NACKIMSON
RKO Distributing Corp.

. . . They Sell You Film . . .

IRVING STERN
J. Arthur Rank Film Distributors.

Season's
Greetings
from
THE EXECUTIVES
AND
STAFF
Empire-Universal-Films Limited

JOURNEY

(Continued from Page 27)

OCTOBER

OCTOBER 2

Keep Your Eyes On The Community Chest Drive was the slogan of October 2nd, and all film companies got busy collecting for this worthy project. Film men in Toronto were up in arms over their treatment by Toronto press on the paid amusement page, amusement advertising rates went up, the amusement page was jumbled together with other advertisements and the space given to film news was not representative enough. **J. J. Fitzgibbons, R. W. Bolstad, Ben Geldsaler, Jimmy Nairn, J. J. Fitzgibbons, Jr., and George Cuthbert,** had returned from a Western trip where they had round-table discussions with company executives, partners and associates, dealing with the new product, new devices, confections, advertising and operation. Despite inclement weather there was a full turn-out for the **Quebec Picture Pioneers** First Annual Golf Tournament at the Lakeshore Golf and Country Club. "On The Beam" discussed the change in attitude regarding Art pictures from the time when **Ray Lewis** had pioneered their distribution, until the present, they are now an accepted and integral part of Show Business. **RKO's Jack Labow** announced that "The Big Rainbow" starring **Jane Russell** and filmed in **Technicolor** and **SuperScope** could be shown in theatres equipped with **CinemaScope,** this picture was the first of its kind, not filmed in **CinemaScope** but able to be shown in the **CinemaScope** ratio.

Ralph Ellis became **National Film Board's** sales and theatrical representative for the United States. Toronto's **Lorne Greene** was set by **Columbia** for a role in "Tight Spot." **B. & F.** reported that they were using the word "Progress" as the byword of 1954-55, reinvesting in their theatres, equipping them with the latest devices, adopting art policies in some, and in the simplest of terms "keeping up with the times" or as **Samuel Bloom** put it, "we must change with the times! The public demands to see pictures when they are new. We must cater to our clientele, and if this means changing policies in various theatres, we will certainly do so."

SAM FINE

The "F" in B & F Theatres stems from Fine and the other half of the inseparable "twin" of Bloom and Fine dates back in our business almost 40 years.

OCTOBER 9

By October the 9th there was a third independent merger for Canada.

Alliance Films would release **Astral** product in Canada with the exception of Toronto. **JARO** was keeping their word as to film production and had seven films before the cameras at their Pinewood and Ealing Studios. **Famous Players** looking over their Fall Film Fare, decided to call it "Fall Film Festival" because of the outstanding

SAM BLOOM

Managing director of B & F Theatres, Sam has been around for a long time, his cheery smile a constant reminder that "Show Business" is good for the constitution.

attractions offered. **Alex Adilman,** another film old-timer had passed away, and his loss was mourned in the industry. Montreal would just not be Montreal without a visit to **Alex Adilman** at **Consolidated.**

OCTOBER 16

October 16th reported of the exhibitors in Manitoba who were planning an Amusement Tax Protest rally, claiming that there were many small exhibitors on the verge of bankruptcy, and the amount they remitted for tax would be enough to keep them solvent. A new theatre opened in Toronto's **Golden Mile Plaza,** operated by **Principal Investments, Ltd. Harry Cohn,** President of **Columbia** reported sky-rocketing profits of $8,381,000 for the fiscal year ending June, 1954 as against $2,149,000 the previous year. The front cover featured **Jack Labow,** popular Canadian General Manager for **RKO.** The "Good Old Days" returned to Ottawa, when **William Farrah,** owner of the suburban house the **Strand,** set up a matinee for the children with an admission of 5 cents. **Dave Griesdorf,** General Manager of **Odeon,** and other head-office executives were in Montreal for the regional conference, and the meeting was featured by the presentation to **Art Bahen** and others of the prizes for the **Odeon** Big Show Campaign. **Arthur Gottlieb** announced that **David**

BEN OKUN

A fairly recent addition to our family is Ben Okun, President of Biltmore Theatres Ltd. The "recent" of course actually means about the last ten years, and in our business they claim that 25 years are needed for full maturity. In Ben's case the theory seems to have fallen flat.

Coplan would take over the Managing Directorship of **Canadian Film Industries.** The advent of television in Canada was discussed by **J. J. Fitzgibbons,** president of **Famous Players Canadian Corporation,** who said, "while TV is an important medium it cannot possibly produce the same dramatic impact on a 20-inch screen as movies with **CinemaScope or VistaVision.**

OCTOBER 23

By October 23rd, Hurricane Hazel had come and gone, but in its wake it had left, death, destruction and almost complete devastation of certain areas, and as usual, the film industry went all-out in an effort to help those who were stricken by this tragedy, benefit shows were held, and the **Digest** acted as a clearing house for the Industry's donations to the **Ontario Hurricane Fund. Famous Players Canadian Corporation** had wound up its series of regional meetings for partners, associates and district managers at a two-day session at Toronto's King Edward Hotel. We

B. C. SALAMIS

From the same "terra firma" as Spyros Skouras, Greece, Basil has won medals and honor for his efforts on behalf of charitable works. Industry confabs always find him full of ideas, as he speaks for Quebec Allied.

were told to keep our eyes on **Peter Myers** who had just chaired a general sales meeting of all **20th-Fox** Canadian personnel, at the Royal York Hotel, Toronto. This meeting coincided with the 1st Anniversary celebration of **CinemaScope,** and **Spyros Skouras,** President of **20th Century-Fox** sent a message of congratulations and appreciation to Canadian exhibitors who had contributed to the success of **CinemaScope. Archie Mason** was re-elected President of the **Maritime Allied Exhibitors Association. Bob Harvey,** Manager of the Capitol, North Bay was first prize winner in the 15th **Annual Digest Showmanship Contest,** second prize was won by **Nicky Langston, Capitol,** Hamilton; third prize, **John McKim, Odeon,** Ladysmith and Special Award Winner, **Jacques Martin, Mercier,** Montreal. **Joseph I. Breen,** Hollywood High Commissioner of Censorship retired at his own request, after having served the industry since 1934, but had agreed to continue as a special consultant to the code administration and the **M.P.A.A. Marjorie Dawson** was in town from across the border to conduct a workshop at the convention of the National Representatives of the **Children's Film Library,** reviewing the art of acting as movie critic, titling her talks "The Eyes Through Which We Look at Moving Pictures."

OCTOBER 30

October 30th issue of the **Digest,** featured **Alf Perry,** President of **Empire Universal Films, Ltd.,** who announced that they had received the franchise from **Walt Disney Productions,** for the distribution in Canada of three of **Disney's** forthcoming features, led off by "20,000

(Continued on Page 47)

Season's Greetings and Best Wishes

To All the Members of the Motion Picture Industry Council of Canada

MANITOBA MOTION PICTURE EXHIBITORS ASSOCIATION

300 New Hargrave Bldg. Winnipeg, Manitoba

The Season's Best Wishes From

The Maritime Motion Picture Exhibitors Association

President
A. J. MASON
Springhill, NS.

Secretary
G. A. WALTERS
Charlottetown, PEI.

Season's Greetings

★

Canadian Automatic Confections Ltd.

TORONTO

WISHING YOU AND YOURS GOOD CHEER AT CHRISTMAS AND GREAT HAPPINESS IN THE NEW YEAR.
THE FAMILY CIRCUIT
National Theatre Services Ltd.
SAM FINGOLD · RALPH DALE · HARVEY FINGOLD

. . . Showmanship Their Motto . . .

CHESTER FRIEDMAN
Metro-Goldwyn-Mayer.

JAMES R. NAIRN
Famous Players Canadian.

JIM HARDIMAN
Odeon Theatres.

WINSTON BARRON
Paramount Film Service.

SAM GLASIER
20th Century-Fox.

CHARLIE DOCTOR
Capitol, Vancouver, Famous Players and twice winner of the Quigley Award.

NICKEY LANGSTON
Capitol, Hamilton, Odeon Theatres and Odeon's "Big Top" Champion Showman.

ARCHIE LAURIE
United Artists.

WALTER KENNEDY
Empire-Universal Films.

IRVING HERMAN
Warner Bros. Pictures.

TOM KNIGHT
J. Arthur Rank Film Distributors.

Oscar · R · Hanson

REPRESENTING

ALLIED ARTISTS PICTURES CORPORATION

BRITISH LION FILM CORPORATION

EXCLUSIVE CANADIAN DISTRIBUTION

FOTO-NITE

Holiday

Greetings

From Montreal!

UNITED THEATRES

George Ganetakos,
President

CONFEDERATION THEATRES

Fred Tabah,
President

Seasm's Greetings

T A S I E 173

Toronto Motion Picture Projectionists' Union

The wonderful story of **Three sailors on leave...**

Three girls in love

and Five little orphans

in trouble!

SO THIS IS PARIS

COLOR BY TECHNICOLOR

9 NEW HIT TUNES

STARRING **TONY CURTIS · GLORIA DeHAVEN**

GENE NELSON · CORINNE CALVET · PAUL GILBERT

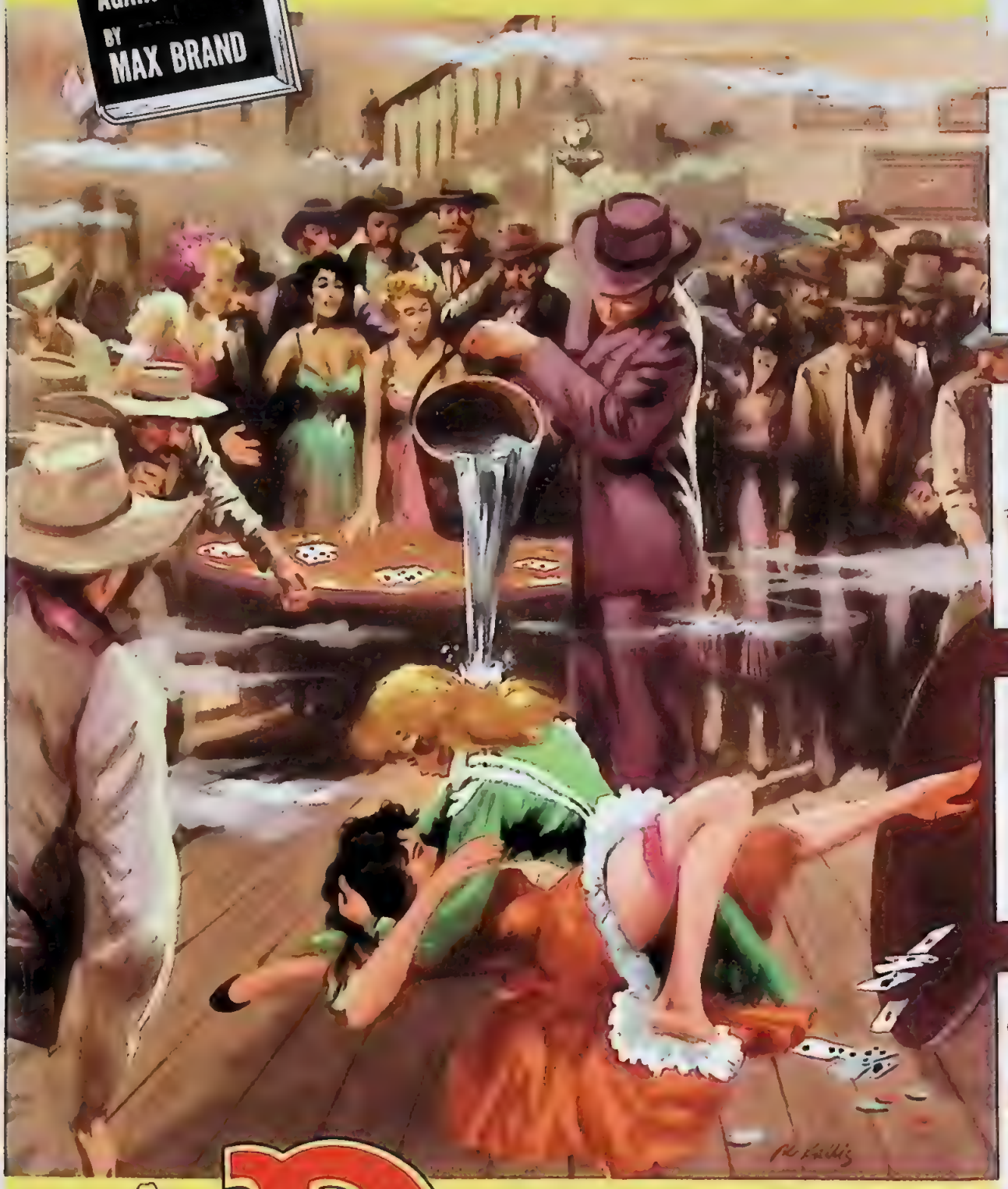
with MARA CORDAY · "MISS UNIVERSE OF 1954" CHRISTIANE MARTEL · "MISS U.S.A. OF 1954" MYRNA HANSEN

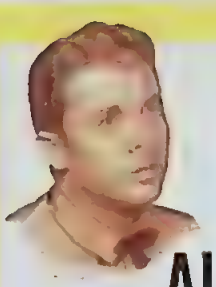
Directed by RICHARD QUINE · Screenplay by CHARLES HOFFMAN · Produced by ALBERT J. COHEN

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

DESTRY RIDES AGAIN BY MAX BRAND

From the roaring, raucous, rowdy pages of the best-loved legend of the West!



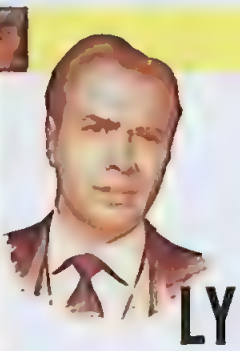


"DESTRY"...the peace-loving stranger

AUDIE MURPHY

"BRANDY"...the dance hall entertainer

MARI BLANCHARD



"DECKER"... the crooked gambler

LYLE BETTGER

"MARTHA"...the trusting sweetheart

LORI NELSON

"BARNABY"... the bottle-loving sheriff

THOMAS MITCHELL

DESTRY

Suggested by MAX BRAND'S novel "DESTRY RIDES AGAIN"

PRINT BY *Technicolor*

with **EDGAR BUCHANAN • WALLACE FORD • MARY WICKES**

Directed by GEORGE MARSHALL • Screenplay by EDMUND H. NORTH and D. D. BEAUCHAMP • Produced by STANLEY RUBIN

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

The Star . . . The Director . . . The Producer who gave you "Winchester '73" "Bend of the River" and "The Glenn Miller Story" now bring you . . . all the savage passions of the Yukon Frontier in the days of the Klondike Gold Rush!

JAMES STEWART
RUTH ROMAN
CORINNE CALVET
WALTER BRENNAN

THE FAR COUNTRY

COLOR BY *Technicolor*

Produced by AARON ROSENBERG
Story and Screenplay by BORDEN CHASE
Directed by ANTHONY MANN

with
JOHN McINTYRE
JAY C. FLIPPEN

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE . . JANUARY 3-APRIL 30, 1955

He braved the savagery of Ute rebellion...
challenged the fury of the "Devil River"...
defied the bullets that branded him traitor!

SMOKE SIGNAL

starring

DANA ANDREWS
PIPER LAURIE

co-starring

REX REASON
WILLIAM TALLMAN

Directed by JERRY HOPPER · Story and Screenplay by GEORGE F. SLAVIN and GEORGE W. GEORGE · Produced by HOWARD CHRISTIE

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

from the **Collier's** magazine story based on **THE GREAT $2,500,000 BOSTON ROBBERY!**

THE STORY OF A COP, A CROOK, AND THE STRANGE BARGAIN THEY MADE!.....that is the unsolved secret behind the greatest armed robbery in the history of crime!

6 BRIDGES TO CROSS

starring

TONY CURTIS
JULIE ADAMS
GEORGE NADER

with

JAY C. FLIPPEN · SAL MINEO

Directed by JOSEPH PEVNEY · Screenplay by SIDNEY BOEHM · Produced by AARON ROSENBERG

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

CHIEF CRAZY HORSE

The great saga of the fighting leader of the Sioux and the story behind Custer's last stand!

PRINT BY Technicolor

Starring

VICTOR MATURE
SUZAN BALL
JOHN LUND

with

RAY DANTON · KEITH LARSEN · ROBERT WARWICK

CINEMASCOPE

Directed by GEORGE SHERMAN · Screenplay by FRANKLIN COEN and GERALD DRAYSON ADAMS · Co-Producer LEONARD GOLDSTEIN · Produced by WILLIAM ALLAND

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

"a love-bargain is like barbed-wire . . . fight it and you'll get hurt!"

KIRK DOUGLAS

bringing a new kind of outdoor excitement

JEANNE CRAIN

CLAIRE TREVOR

MAN WITHOUT A STAR

COLOR BY TECHNICOLOR

co-starring WILLIAM CAMPBELL with RICHARD BOONE · MARA CORDAY

Directed by KING VIDOR · Screenplay by BORDEN CHASE and D. D. BEAUCHAMP · Produced by AARON ROSENBERG

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE . . JANUARY 3-APRIL 30, 1955

Empire-Universal Films
Limited
AND
Universal-International

reaffirms its highly popular policy of delivering
ALL types of pictures . . . for
ALL types of theatres . . . for
ALL types of screens!

...and reaffirms its conviction from years of YOUR experience that BIG pictures are those that can make BIG profits!

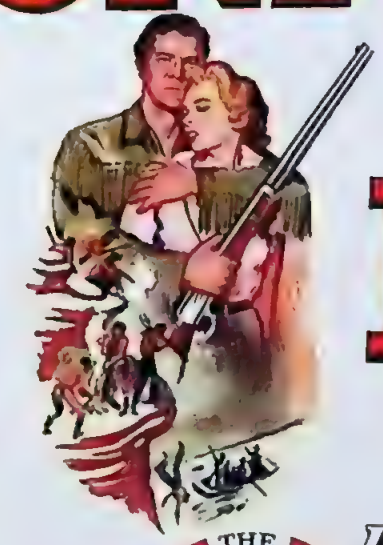
For the CHARLES J. FELDMAN CANADIAN DRIVE we have selected with Special Care a powerful program of pictures... with that Universal appeal... all of them Pre-Sold... all with "BUILT-IN" Exploitation values in the best box-office tradition of Universal's successful showmanship.

WE CORDIALLY INVITE EXHIBITORS EVERYWHERE TO AGAIN PROFITABLY PARTICIPATE AS IN THE PAST.

CONTACT YOUR EXCHANGE

Empire- **Universal** *Films Ltd.*

THE GREATEST PARADE OF BOX OFFICE POWER IN UNIVERSAL HISTORY!



THE CHARLES J. FELDMAN ANNUAL DRIVE

Universal International

JANUARY 3RD...APRIL 30TH 1955

Empire-Universal Films
Limited
AND
Universal-International

reaffirms its highly popular policy of delivering
ALL types of pictures . . . for
ALL types of theatres . . . for
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AGAIN PROFITABLY PARTICIPATE AS IN THE PAST.

CONTACT YOUR EXCHANGE

Empire- Universal *Films Ltd.*

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

Against the ravaging hordes of ATTILA...stood a warrior's might and a people's faith!
Against his ruthless pagan lusts... the power of a woman's love!
COLOR BY
Technicolor
SIGN OF THE PAGAN
THE STORY OF ATTILA THE HUN
CINEMASCOPE

starring **JEFF CHANDLER**

JACK PALANCE · LUDMILLA TCHERINA · RITA GAM

with JEFF MORROW · GEORGE DOLENZ · EDUARD FRANZ · ALEXANDER SCOURBY

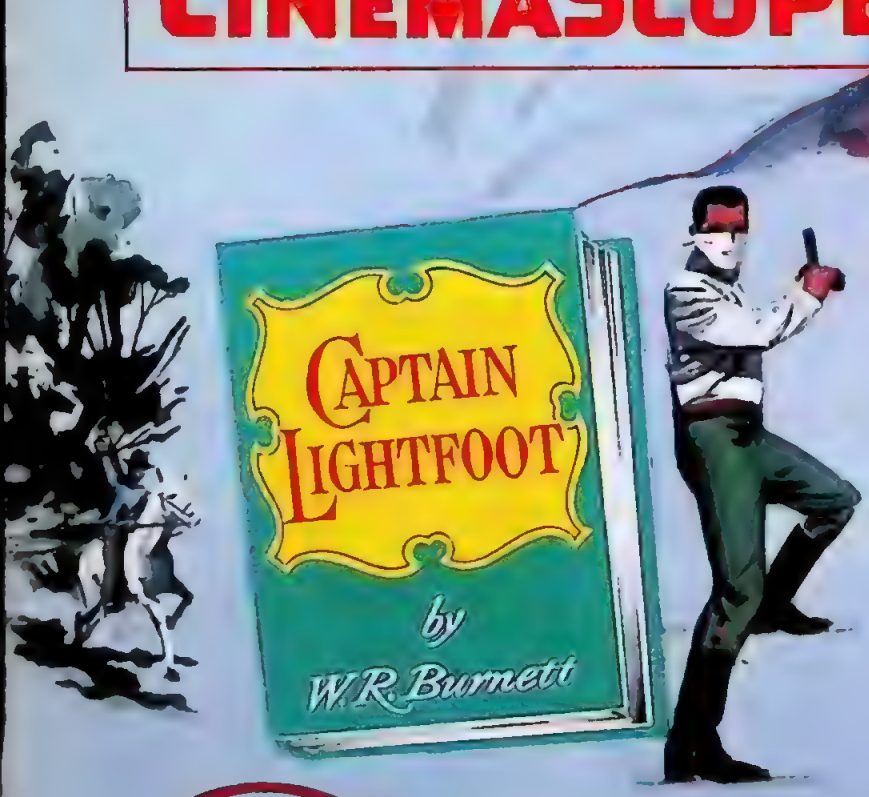
Directed by DOUGLAS SIRK · Screenplay by OSCAR BRODNEY and BARRE LYNDON · Story by Oscar Brodney · Produced by ALBERT J. COHEN

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

THE BRILLIANT YOUNG STARS
OF "MAGNIFICENT OBSESSION"

bringing to life the violent
passions and dramatic
excitement of W. R. Burnett's
great new novel!

CINEMASCOPE



ROCK HUDSON
BARBARA RUSH
JEFF MORROW

CAPTAIN LIGHTFOOT

PRINT BY Technicolor

with KATHLEEN RYAN · FINLEY CURRIE · DENIS O'DEA

Directed by DOUGLAS SIRK · Screenplay by W. R. BURNETT and OSCAR BRODNEY · Story and Adaptation by W. R. BURNETT · Produced by ROSS HUNTER

AVAILABLE DURING THE CHARLES J. FELDMAN DRIVE..JANUARY 3-APRIL 30, 1955

U2VO IN U.S.A.

JOURNEY

(Continued from Page 31)

Leagues Under the Sea." **Mr. Abe Montague** of **Columbia** gave the **Digest** a short report on the work of the **Will Rogers Memorial Hospital,** and asked for Canadian contributions to aid this worthwhile project. The Toronto offices of **Dominion Sound** had moved to their new home on Wingold Ave. On Friday, October 22nd, **Blanche Rosenfeld,** wife of **Louis Rosenfeld,** passed away. **William Summerville, Jr.,** Chief Barker of Toronto's **Variety Club** announced that **Famous Players Canadian Corporation** and a number of associates were breaking an ironclad rule by presenting a commercial film on their screen, and of course the reason had to be a good one, and it was, in exchange for presenting the film, a single reel short subject sponsored by the **Imperial Oil Co.,** the **Heart Fund** of **Variety** would receive a cheque from the **Imperial Oil Co.** for $10,000.

NOVEMBER

NOVEMBER 6

The **Digest** issue of November 8th confirmed an earlier story appearing in **The Digest,** that a Canadian company would produce a picture about **Marilyn Bell,** conqueror of Lake Ontario. **Meridian Productions,** formed by **Julian Roffman,** and **Marilyn Bell Corporation** had signed an agreement whereby **Meridian** would produce a one-reeler film starring **Marilyn.** November 25th was set as the date for the **Pioneer Award Dinner** honoring **Jack Arthur** as Pioneer of the Year, and also honoring **Will McLaughlin** and **Charles Stephenson.** "On the Beam" reviewed **Paramount's** "White Christmas" and **Warner's** "A Star Is Born" and reported, after seeing them in New York, that all advance notices were fully justified, and the pictures were in the "Rave" department. Show Business, the industry with a heart, was living up to its reputation. **Paramount** and **20th-Fox** were supplying 16mm features gratis for the entertainment of polio patients at the **King George Hospital,** Winnipeg.

GORDON LIGHTSTONE
Gen. Mgr., Paramount Film Service Ltd.

CHARLES S. CHAPLIN
Canadian Gen. Mgr., United Artists.

NEWLY ELECTED CREW FOR 1955 OF VARIETY CLUB, TENT 28, TORONTO

Back Row—l. to r.—J. J. Fitzgibbons, Jr., Louis Davidson, William Summerville Jr. (Immediate past Chief Barker), Monty Hall, George Altman, Herb Allen.

Front row—l. to r.—Rabbi Slonim, David Griesdorf, Harry Mandell (Chief Barker), Clare Appel, Paul Johnston, Dan Krendel.

Associated Screen News planned a film and Television workshop to take place in Montreal, Dec. 6, 7 and 9. **Warner's** publicity and exploitation director, **Irving Herman** was featured in this issue, and his public relations career, from the age of 15, made interesting reading. **J. Arthur Rank** announced that 230 of his **Odeon** and **Gaumont-British** theatres were equipped with **CinemaScope** and that before Jan. 1 he would have 400 theatres using this equipment. Over 250 girls frim practically every film office met, to launch the Toronto Branch of the club called Women of the Motion Picture Industry, **WOMPI** for short, and the **Digest's Max Chic** was the only male present—strictly business—his job the outline of the principles behind the proposed Fall and Winter in the **CinemaScope** medium, prompted by exhibitor demands and public acceptance of this development. Toronto was seeing the debut of **VistaVision,** at the **Imperial,** Toronto, with the showing of **Paramount's** "White Christmas," and from all signs and comments, both the picture and the new technique were immediate successes. **Lionel Lester** and **Ben Freedman** headed a special committee of the Ontario Exhibitors relief from the Amusement Tax which has become a terrific burden to the exhibitor. **Haskell Masters** was in New York attending an important sales meeting, to discuss distribution for forthcoming **Warners' Bros. Pictures. Jim Hardiman** was appointed Director of Advertising and Publicity for **Odeon Theatres,** as **Wannie Tyers** returned to theatre operation and became Manager of the **Odeon, Hyland.**

NOVEMBER 13

In the November 13 issue **Hillis Cass,** General Sales Manager for **MGM** in Canada stated that his company would concentrate a major share of its 20 pictures for club. December 27th was set for the first showing of **Cinerama** in Canada and the **Stanley Warner Cinerama** Ltd., has leased the **Imperial Theatre,** Montreal, for this purpose.

NOVEMBER 20

"On the Beam", Nov. 20th gives the names of the new crew for **Variety Club** Tent 28, headed by **Harry Mandell,** Chief Barker; **Dave Griesdorf,** 1st Assistant Chief Barker; **Clare Appel,** 2nd Assistant Chief Barker; **Paul Johnson,** Property Master; and **Dan Krendel** as Dough Guy. By this week, it was apparent to the entire industry that what we needed was more "Doctors in the House," **JARO's** picture of this name was doing holdover business wherever it played, and in its 11th week at the **Hyland,** Toronto. **Bas Mason,** Toronto **Telegram** Director of Promotion, had sent out a personal letter to Toronto Exhibitors, circuit heads and distribution executives, to the effect that the **Tely** was expanding its Amusement Page, and to further add to this good news came the word that it would terminate the understanding whereby the exhibitors of first-run films are given a picture in the Saturday entertainment section and pay for the cost of the engravings. **Paramount's** earnings for the third quarter ending Oct. 2nd, 1954, was up from the previous year. **JARO's** 10th Anniversary in Canada, was being celebrated in a big way, with 26 top-notch films. **Peter Myers** of **20th-Fox.** announced the appointment of **Cecil Black** as Canadian Circuit Sales Manager.

NOVEMBER 27

November 27th ushered in the "Big Week" in Toronto, with a trade show, **Pioneer Award Dinner,** annual dinner of the **National Council for Christians and Jews,** meetings of the **Motion Picture Industry Council,** installation banquet for **Variety,** Tent 28, a luncheon by **CMPDA. Alliance Films** reported the acquisition of a very

(Continued on Page 49)

O. R. HANSON
President, Sterling Films, Ltd.

PAUL L. NATHANSON
Vice-President, Empire-Universal Films.

SEASON'S
GREETINGS

TECHNICOLOR IS THE REGISTERED TRADE-MARK OF

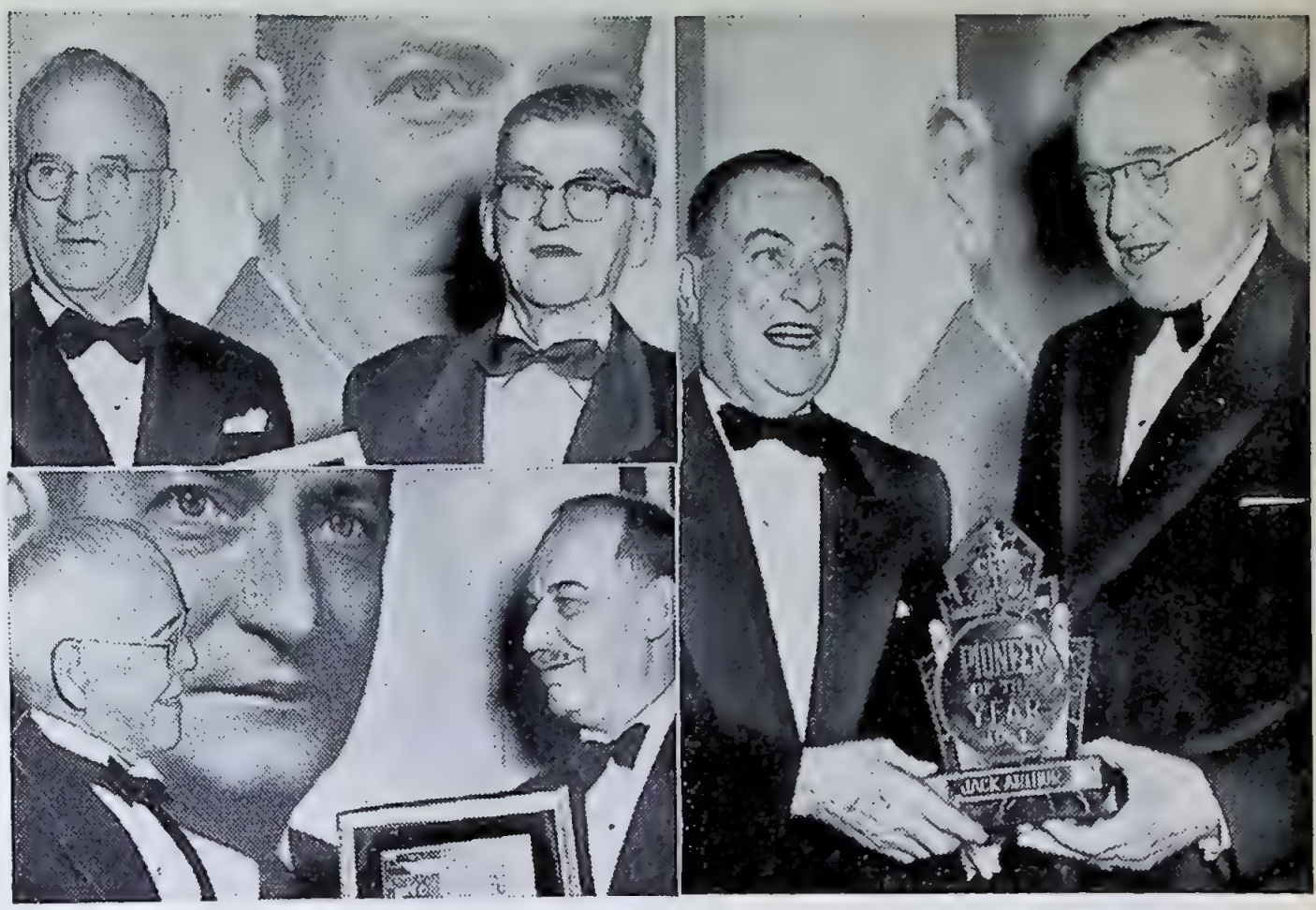
TECHNICOLOR MOTION PICTURE CORP.

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Telegram Runs Caricatures Made During Industry Meet In November

Sketched by W. B. Mac of the Telegram art staff. From top are; Arch Jolley, Toronto, executive director of the Council; F. J. Lundholme, Swift Current, Sask., council member; Dick Main, Sutton, Ont., delegate; Morris Stein, Toronto, delegate; A. J. Mason, Springhill, NS; Gordon Lightstone, Toronto, delegate; Dave Griesdorf, Toronto, Council chairman; and Rube Bolstad, vice-chairman.

Pioneers Honor Arthur, Stephenson & McLaughlin



Oscar Hanson (top) presents Pioneer plaque to Charles Stephenson, veteran showman. Will McLaughlin, "Dean of Movie Critics", is presented with a plaque by N. A. Taylor, president of the Canadian Picture Pioneers.

Jack Arthur, 1954 Pioneer of the Year, receives award from John J. Fitzgibbons, honored last year.

JOURNEY

(Continued from Page 47)

important franchise from **DCA,** a new distributing company headed by **Charles S. Boasberg** and **Fred J. Schwartz.** First picture to be released under the **DCA-Alliance** banner will be "Long John Silver." The **Digest** felt that this particular week was a fitting one to feature **George Altman, of Mavety Film Delivery,** who serves both the exhibitor and the distributor, and whose one-man scrap drive for **Variety** has become a byword in the Industry.

DECEMBER

DECEMBER 4

Jack Labow, RKO Canadian general manager, announced a 6 theatre, day and date premiere for "Hansel and Gretel," opening December 23 at the Alhambra, Capitol, Century, Nortown, St. Clair and Tivoli theatres, Toronto.

A. W. Perry, president of **Empire-Universal** which distributes **Universal's** pictures in Canada, and **Mark Plottel,** general sales manager, will attend a **Universal Pictures** week-long sales conference at the **Universal-International** studios in California.

The **Motion Picture Industry Council of Canada,** representing 1,086 theatres across the length and breadth of Canada, the **Canadian Motion Picture Distributors Association,** the **Theatre Equipment Dealer's Association,** the **Association of Motion Picture Producers** and **Laboratories of Canada** meeting in Toronto last week at the King Edward Hotel, closed their sessions with the election of **David Griesdorf,** General Manager of **Odeon Theatres (Canada) Ltd.,** as its new chairman.

Sixteen reps from distribution, exhibition joined with 4 **Toronto Tely** executives in breaking bread to inaugurate a regular monthly series of meetings under the sponsorship of the CMPDA — the object, to assist in creating a better amusement section in the **Tely.**

Representing the first meeting in the company's history, **Paramount** has set plans for an "international promotion coordination" meeting, to take place on the Coast for a full week beginning Dec. 6. Ad-pub-exploitation reps participating will include **Win Barron, Paramount's** Canadian director of public relations and 15 U.S. field men.

(Continued on Page 53)

C. R. B. SALMON

SAM FINGOLD

GREETINGS

And All Good Wishes

I. H. (Izzy) Allen

JERRY SOLWAY • HARRY GINSLER • LEW HERBERMAN

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NOW RELEASING

"The Sinner"

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"The Westerner" • "Dead End—Cradle of Crime" • "Port of Wickedness" (formerly "Barbary Coast") • "Adventures of Marco Polo" • "Nana—A French Coquette" • "Roaring Timber" (formerly "Come And Get It"). • "Cowboy And The Lady".

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SEASON'S GREETINGS

GEORGE ALTMAN • **President**

Bill Pfaff • **Dick Brydges**

Merry Xmas

from

"The Okuns"

★

BILTMORE THEATRES LTD.

TORONTO

NEW YEAR GREETINGS

from

B. & L. THEATRES

★

M. S. Bernstein
J. Lieberman

The Management and Staff of

Pictorial Display

wish you

A MERRY XMAS and a HAPPY NEW YEAR

PETE GRANT
AL HARVEY

Astor Pictures

SINCERE HOLIDAY GREETINGS From

PEERLESS FILMS LTD.

Jack Roher
Joe Bermack

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President

Compliments

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SOVEREIGN FILM DISTRIBUTORS LTD.

From **NFB**

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Season's Greetings To

The Canadian Motion Picture Industry

The **National Film Board** *of Canada*

J O U R N E Y

Attending a Canadian Annual Sales Meeting of Paramount Pictures at the King Edward Hotel in Toronto this year were: Seated ((left to right): Mr. Oscar Morgan, Dr. Charles Daily, Mr. Gordon Lightstone, Mr. A. W. Schwalberg, Mr. Lorne Ryder, Mr. N. Simpson, and Mr. W. J. O'Neil. Standing (left to right): Mr. Jim Rea, Mr. Tom Dowbiggen, Mr. Bill Young, Mr. Bill Kelly, Mr. Mickey Stevenson, Mr. Bob Lightstone, Mr. Syl Gunn, Mr. Romeo Goudreau, Mr. Bob Murphy, Mr. Ted Huber, Mr. Al Glass, Mr. Larry Gibson, Mr. Ralph Thorne, Mr. Pat Hogan, and Mr. Win Barron.

(Continued from Page 49)

Coincident with this will be a sales meeting called by **A. W. Schwalberg,** president of **Paramount Distributing Corp.,** which will be attended by division managers as well as **Gordon Lightstone,** Canadian general manager.

The **Franklin-Herschorn** Circuit has been granted a building permit by the City of Moncton to go ahead with its theatre on St. George Street —the work of clearing away the lot has been going on for some time.

CinemaScope equipment has been installed in the Orpheum theatre, Estevan, Sask., managed by **Duane McKenzie.** First big screen production was WB's "Ring of Fear."

Owner of the Lux theatre in Hudson Bay, Sask., and a director of the Saskatchewan Motion Picture Exhibitors' Association, **Donald L. W. Hood,** 48, was killed Nov. 20 when his private plane crashed near Regina. Also killed in the crash was **Lloyd Carr,** of Gainsborough, Sask., and Hudson Bay, a movie projectionist and the pilot of the plane.

Operator of the Trelyn theatre, Kinistino, Sask., **Joseph Trenholm Treen,** 39, was found dead Nov. 8 of a shotgun wound, suffered while hunting. Besides his wife, he is survived by a daughter, **Lynn,** and a son, **Trevor.**

Frank Markey, Audio Pictures supervisor for Western Canada, has left for Toronto to join the head-office staff of **Audio Pictures.**

20TH-FOX SALES FORCE

FRONT ROW L. to R.: Gerry Chernoff, Montreal, Branch Manager, Arthur Silverstone, Assistant General Sales Manager, W. C. Gehring, Executive Assistant Sales Manager, Peter S. Myers, Canadian Division Manager; Clarence A. Hill, Manager Branch Operations, Emily Barrett, Executive Assistant to Peter Myers.

BACK ROW L. to R.: Sam Glasier, Exploitation manager; Joe Huber, Winnipeg Branch Manager, A. Laubenstein, Winnipeg Salesman, Bud Stein, Montreal Salesman, Jim Patterson, Vancouver, Branch Manager, Gerald Cass, St. John Salesman, Art Quintel, Montreal Booker, Reg. March, St. John Branch Manager; Victor Beattie, Toronto Branch Manager, Dawson Exely, Toronto Salesman, Gordon Lightstone, Jr., Toronto Salesman, Harry Wiseman, James Powis, Bill Turrell, Toronto Bookers, Bill Reed, Bob Cringan, Calgary Branch Manager and J. Gow, Calgary Salesman.

DECEMBER 11

The two Toronto afternoon dailies, the **Telegram** and the **Star,** have both taken on a new look in their amusement sections. This renewed co-operation can only lead to mutual benefits to all concerned.

The recent meeting of Industry Representatives with department heads of the **Toronto Telegram** last week to promote better relations between motion pictures and a newspaper was, perhaps, the most significant occasion that has ever taken place in our Industry. Other meetings are planned with the other two daily papers.

Press and exhibitor's questions regarding VistaVision were answered at the King Edward Hotel after the demonstration. Shown above are, seated, Sam Corman, John Ferguson, Adolph Zuker, Lorne Ryder and George Cuthbert. Standing left to right are Robert Rubin, Max Chic, Dr. Charles Daily and J. Dydzak.

L. to R.: Nate Rothstein, Rothstein Theatres; P. W. Mahon, Prince Albert, Sask.; J. Ferguson, Famous Players Western Div. Manager; Harold Bishop, Famous Players District Manager; Dave Rothstein; Arthur Silverstone, Joe H. Huber.

The **National Film Board** hopes to move into its new Montreal headquarters in the spring of 1956, the Government Film Commissioner, **A. W. Trueman,** announced in an address at the opening of the **Associated Screen News** Workshop.

American Trade Association Executives, Washington, D.C., an international trade association representing in excess of 1,400 trade

(Continued on Page 59)

SEASON'S GREETINGS
TO ALL OUR MANY FRIENDS

ODEON THEATRES

wherever you are
whatever you do
the best of good wishes
from us – to you

THE ODEON THEATRES (CANADA) LTD.

Leonard W. Brockington, C.M.G., Q.C., President
C. R. B. Salmon, Vice-President • David Griesdorf, General Manager

Season's Greetings

and Happiness in the

New Year

QUALITY in QUANTITY — 35TH ANNIVERSARY 1919 UA 1954

PROSPER IN THE NEW YEAR WITH

"Barefoot Contessa"
Technicolor

"Sitting Bull"
CinemaScope and Technicolor

"Vera Cruz"
Superscope and Technicolor

and more big ones to come, thru **UA**

Best Wishes

to our

Friends and

Associates

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Montreal

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PALACE

CAPITOL

PRINCESS

ORPHEUM

IMPERIAL

ALOUETTE

HER MAJESTY'S

Theatres

With Best Wishes
for a
Merry Christmas
and a
Happy and Prosperous
New Year

Lionel Lester

NATIONAL BOOKING COMPANY

21 DUNDAS SQUARE

GREETINGS FROM

J. JOHN SHULMAN & CO.

Chartered Accountants

TORONTO, CANADA

A Merry Christmas and A Happy New Year

PHOTO ENGRAVERS
AND
ELECTROTYPERS LIMITED

Season's Greetings

MOTION PICTURE THEATRES ASSOCIATION OF ONTARIO

ARCH H. JOLLEY
Executive Secretary

21 Dundas Square - Toronto

SAM ULSTER

★

Compliments

of the

Season

★

BEN ULSTER

Our Very Best To You

★

Walker Theatres

Halifax

M. E. WALKER
President

Season's Greetings and Best Wishes

F. G. SPENCER COMPANY LIMITED
Saint John, New Brunswick

Sincere Good Wishes for Christmas and The New Year

☆

INDEPENDENT THEATRES

600 BAY ST. TORONTO

Bruce McLeod
Harold Pfaff
Ed Goldsmith
Bill Tod

SEASON'S GREETINGS

Meridian Productions Corporation Limited

JULIAN ROFFMAN

RALPH FOSTER

28 Wellesley St. E., Toronto

A Very Merry Christmas

Mexicana Mundial S.A.

1010 St. Catherine St. E.
Montreal, P.Q.

A Very Merry Christmas
And A Happy And
Prosperous New Year

★

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General Manager

A Very Merry Christmas

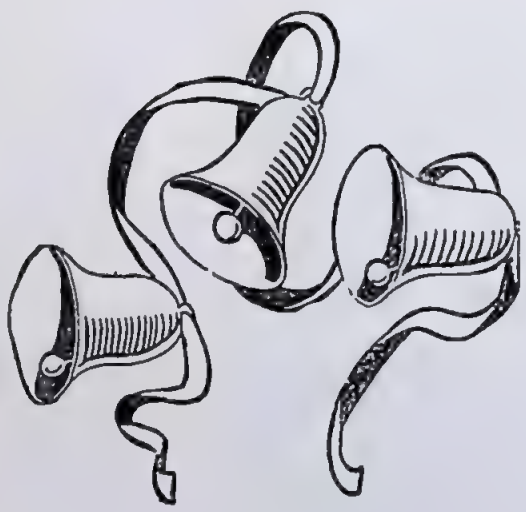
THE SUMMERVILLES

W.A. Sr.
BILLY Jr., DON

Prince of Wales Theatre — Toronto

A Happy New Year

"Sincere Holiday Greetings"



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Holiday Greetings

To The Trade

AND A SPECIAL WISH FOR
A HAPPY AND
PROSPEROUS NEW YEAR
TO ALL INDEPENDENT THEATRE OWNERS

Allied Theatres

BEN FREEDMAN
PRESIDENT

JOURNEY

(Continued from Page 53)

organization groups throughout the U.S. and Canada, conferred a Certificate of Recognition upon **International Popcorn Association** during the recent convention. **Samuel B. Shapiro,** manager, **Linen Supply Association** of America, Chicago, and treasurer of **ATAE,** presented the framed award to **IPA** Chairman **J. J. Fitzgibbons, Jr.,** at the opening luncheon.

Don Summerville, a real showman, was elected to Toronto City Council as Alderman for Ward 8.

Darryl F. Zanuck's presentation of **Irving Berlin's** "There's No Business Like Show Business" will debut in 275 U.S. and Canadian engagements during the Christmas and New Year holiday season.

Theatre Poster Service has just been appointed exclusive agent in Canada for the **Romar-Vide Company** of Chetek, Wisconsin.

Don Summerville, a real showman, was elected to Toronto City Council last Monday as Alderman for Ward 8. **Don,** using typical "show business" stunts, garnered one of the largest votes in the whole city.

Oldtimers of the Canadian theatre field will remember **Griffith Mitchell,** a scholarly old man who died recently at Rochester in his 71st year. At different times he was manager of the Regent and Strand, former downtown theatres in Toronto.

Arch H. Jolley, executive secretary of the **Motion Picture Theatres Association of Ontario,** has been re-elected vice-president of the **Musical Protective Society of Canada,** of which **Col. John A. Cooper,** the founder, is honorary president. Among the directors are **Angus MacCunn** of **Famous Players, Craig P. Hughes** of **Odeon Theatres (Canada) Limited,** and **William Redpath, General Films Limited.**

Plans for a nation-wide "Forward in '55!" campaign by **Metro-Goldwyn-Mayer,** designed as a salute to the thousands of **MGM** exhibitors, were announced by **Charles H. Reagan,** vice-president and general sales manager. The new project will be called "MGM's 1955 Motion Picture Theatre Celebration."

John Davis, managing director of **J. Arthur Rank Organization** in England, has been conferring at **Paramount Studio** where he has been brought up to date on latest **VistaVision** developments. The first **J. Arthur Rank** films in **VistaVision,** "The Flying Trapeze," will roll at Pinewood studios near London, Dec. 28.

United Amusement Corp., declared an extra dividend of 15 cents per share along with dividends of 25 cents on the A and B shares and voting trust certificates, all payable Dec. 15 to holders of record Nov. 30.

By this time of the year it had become quite evident, even to the all-out pessimists that the words of **Ray Lewis** in the New Year's edition of the **Digest** had come true: "Therefore, let us silently be resolved to try and do our best, the result may surprise us."

J. J. Fitzgibbons, Jr., Theatre Confections Limited, Toronto, Canada, retiring president of Internatoional Popcorn Association and new chairman of the I.P.A. Board of Directors, accepts framed "Certificate of Recognition" from Samuel B. Shapiro, treasurer of American Trade Association Executives, Washington, D.C. The award was presented to I.P.A. for a prize-winning entry in the annual ATAE National Awards Contest among over 1,500 trade associations in the U.S. and Canada, during the recent Popcorn Convention at the Conrad Hilton Hotel in Chicago.

Above are the members of the motion picture and television trade press who took part in a panel discussion Wednesday, Dec. 8th, on the topic of: "The Importance of the Trade Press in Canada's film industry at the ASN workshop. Left to right they are: Jay L. Smith of Canadian Moving Picture Digest; Andrew McLellan of Canadian Television and Motion Picture Review; Jack J. Chisholm of Associated Screen Studios, chairman of the Workshop sessions.

Greetings

FOR

A

PROSPEROUS

SHOWMANSHIP

YEAR

royal studio

bob ellis

Compliments of the Season

To Everybody in the Film Industry

★

JOHNNY COHN

The "China-Man"

MERRY CHR

FROM THE BOYS WHO WILL KEEP YO

20TH CINEMAS

"It is our policy to do

the way he likes

ISTMAS

U PROSPEROUS YEAR AFTER YEAR!

SCOPE FOX

business with an exhibitor
to do business."

Al Lichtman

SEASON'S GREETINGS

and all best wishes
to the Motion
Picture Industry

Pepsi Cola Company
of Canada Limited

To All
throughout the
MOTION PICTURE INDUSTRY
we extend
The Season's Greetings

Dominion Sound
Equipments
Limited

Season's Greetings

from

CANADA'S

FASTEST GROWING

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Ernie Whelpley
Saint John

"... we too have a responsibility regarding the movie industry ... we want to encourage people to go to your theatres because we think it is in our benefit as well as yours, and the main underlying policy with regards to our entertainment section on **THE TELEGRAM** *will be one of cooperation."*

—From an address by Mr. JOHN BASSETT
Publisher of THE TORONTO
EVENING TELEGRAM.

THE TELEGRAM

DAILY *plus* WEEKEND

BAY AND MELINDA STREETS, TORONTO 1.